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LITHOGRAPHY



NOVEMBER • 1944 • VOL. 12 • NO. 11

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Senelith Inks

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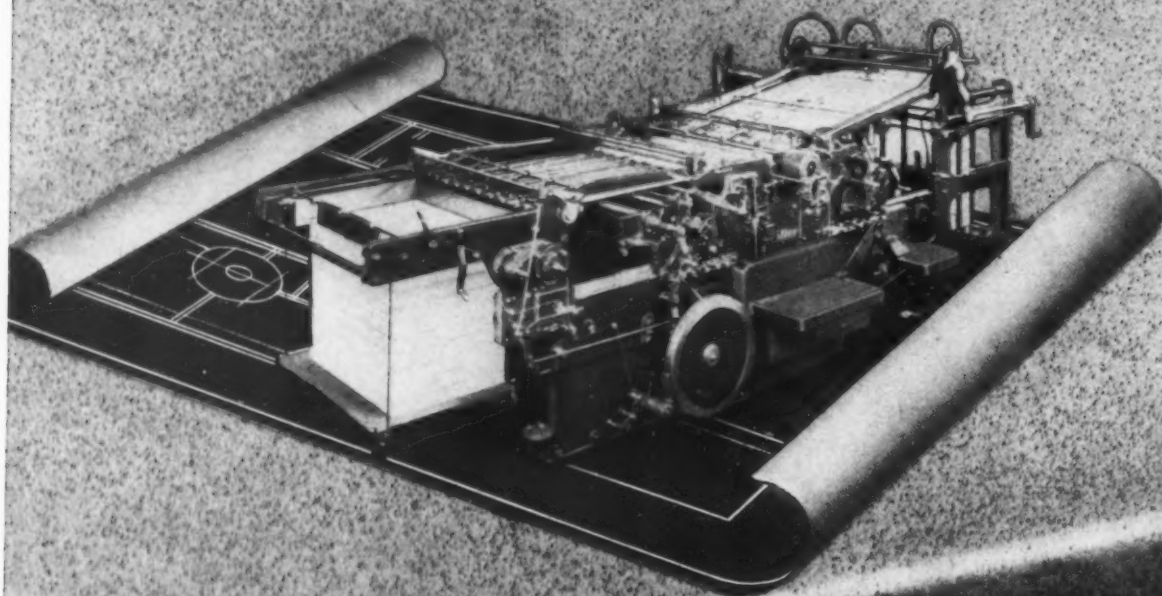
NOVEMBER, 1944

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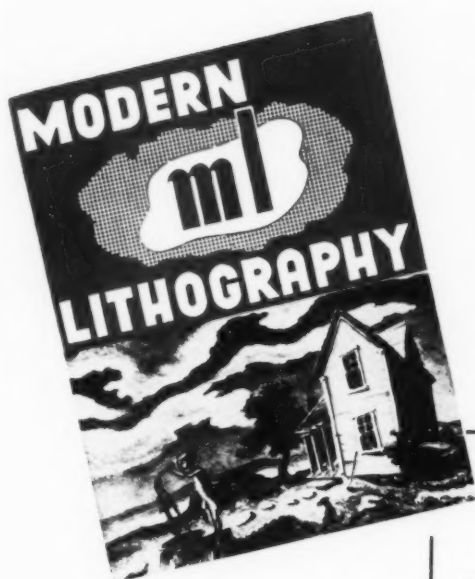
Basic Axioms in a Wartime Economy · No. 3

Firm Foundation for the Future

**There is no guesswork
in postwar planning based on
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Miller



THIS MONTH'S COVER

"The Farmer's Daughter," a lithograph by Thomas Hart Benton, is one of 20 lithographs which are part of the current exhibit of the American Institute of Graphic Arts. It has that peculiar feeling of nostalgia which might make it a good calendar subject. (Story of exhibit, Pg. 63.)

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VOLUME 12, No. 11

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254 W. 31st St., New York 1, N. Y.

NOVEMBER, 1944

MODERN LITHOGRAPHY

Reg. U. S. Pat. Office

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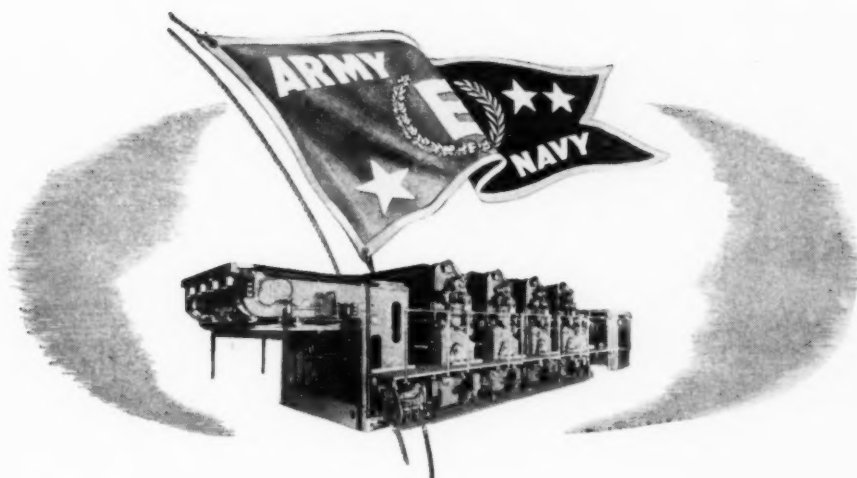
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While it is now impossible to predict when we can return to civilian production, this much is certain; it is not too early to discuss your future press needs with a Hoe representative.

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NOVEMBER, 1944

7

"Sinvalco the foremost Standardized



We have had the pleasure for some time past of collaborating with The Lithographic Technical Foundation in the manufacture and sale of Prepared Chemicals, marketed under their label. The new policy of the Foundation, with which we are in hearty accord, is to terminate this and all similar contracts. Since LTF products have met with such wide acceptance, we shall continue to manufacture identically

the same materials under our own brand name SINVALCO. In buying SINVALCO Chemicals, you have the assurance that they are made under the same painstaking chemical control as in the past.

SINVALCO Technicians are on call for demonstrations in your own plant, wherever you are, from Coast to Coast. Arrangements may be made with our nearest Plant.

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Lithotine

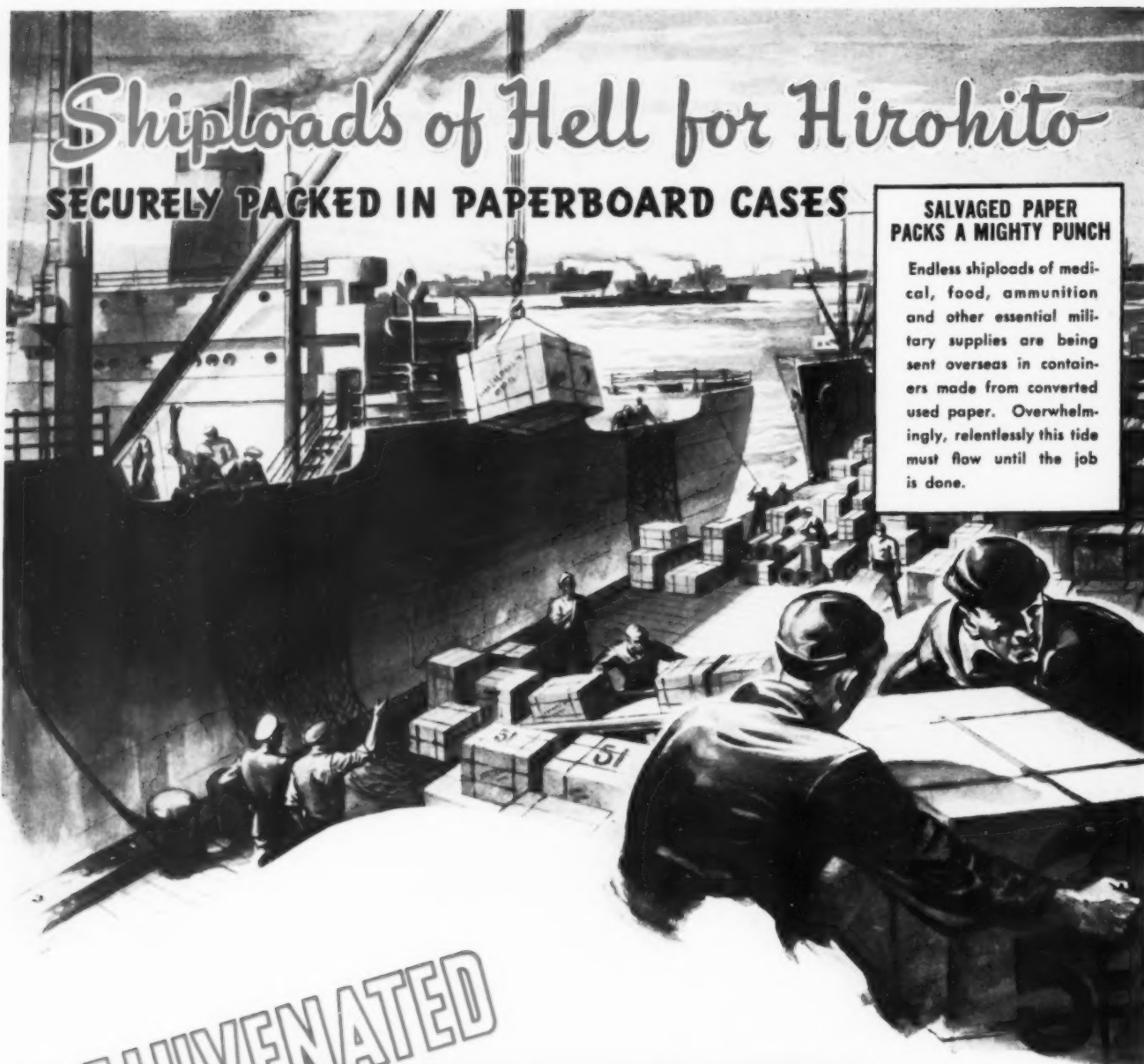
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Obsolete BROADSIDES

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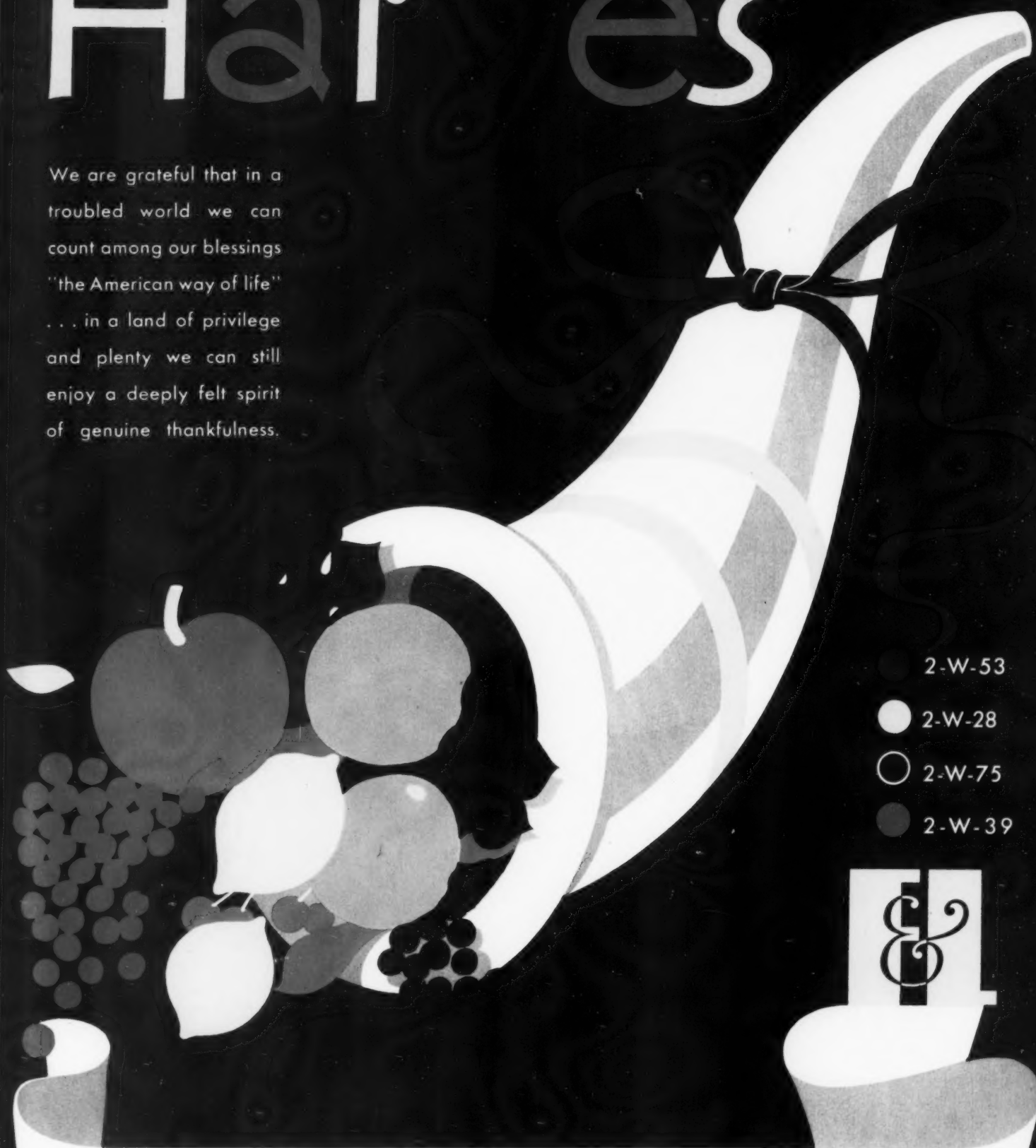
JERSEY CITY



MODERN LITHOGRAPHY

Harvest

We are grateful that in a troubled world we can count among our blessings "the American way of life" . . . in a land of privilege and plenty we can still enjoy a deeply felt spirit of genuine thankfulness.



2-W-53

2-W-28

2-W-75

2-W-39



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(ESTABLISHED 1870)

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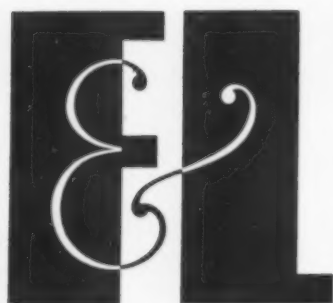
U-Neek Plate Coating Solution Will not deteriorate. Ready for use. No addition of bi-chromate necessary. Insures long press runs.

Safetch Solution Non-poisonous. Excellent plate etch. Unequaled for preserving the plate for future use. Also makes an efficient fountain etch.

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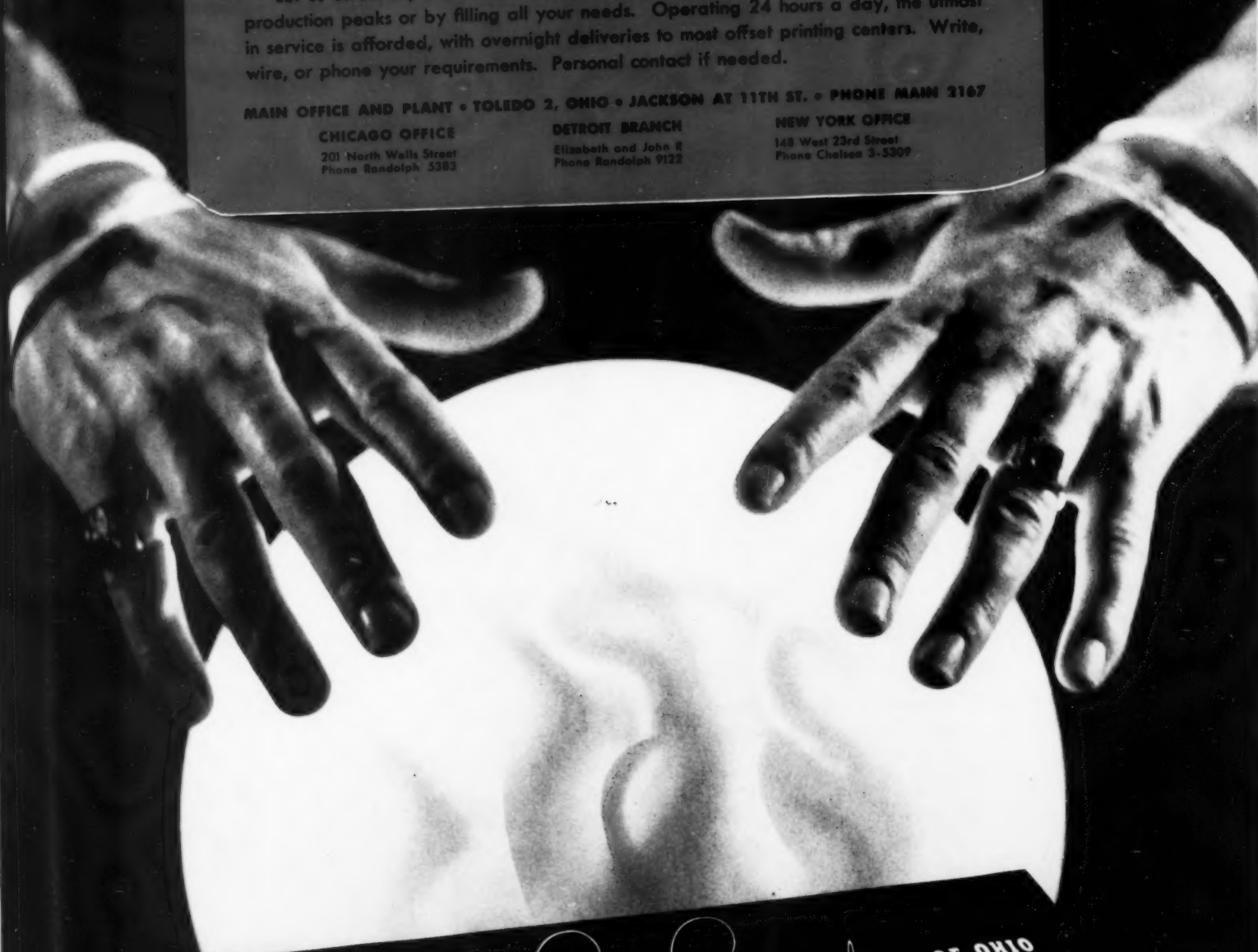
Let us effect important economies for you by supplementing your facilities during production peaks or by filling all your needs. Operating 24 hours a day, the utmost in service is afforded, with overnight deliveries to most offset printing centers. Write, wire, or phone your requirements. Personal contact if needed.

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A BUY-WORD
 FOR HIGH-GRADE

PAPERS



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The National Association of Photo-Lithographers is constantly serving its members in problems dealing with selling, production and management. The Association recognizes that it has its greatest opportunity ahead to furnish those who come into the black and white field with Economic Hourly Costs, Production Standards, a Uniform Accounting and Cost System, the Trade Practices in the industry and much other material which will help bring them into fair competition.

We need the cooperation of every thinking Lithographer in the country in this work. The Association has grown in stature rapidly in recent years and under an aggressive lithographic trade association program we intend to push forward farther with our industry work.

Our growth and strength will depend on work done. It is our sincere conviction that you invest to advantage by joining the NAPL. You can learn more about the Association by sending us the coupon below.

NATIONAL ASSOCIATION OF PHOTO-LITHOGRAPHERS.

1776 Broadway, New York 19, N. Y.

Gentlemen:-

We would like to know more about your Association. Our press equipment is as follows:

- Presses smaller than 22" x 34"
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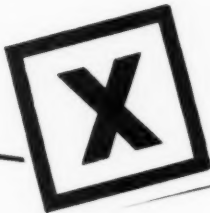
Firm Name

Individual

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in the
LITHOGRAPHERS' POLL



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**MERCURY
BLANKETS**

MERCURY PRODUCTS!



Here's the Mercury Platform — The makers of Mercury Products pledge that only the finest materials will be used in producing these rollers and blankets, regardless of scarcities; and that every Mercury roller and blanket will have microscopically uniform diameter, controlled resilience, non-swelling coating, flawless surface, careful inspection. That is why so many prominent lithographers have elected these products to important posts in their shops. A vote for Mercury is a vote for quality.



RAPID ROLLER COMPANY

D. M. RAPPORT, Pres.

Federal at 26th Street

CHICAGO



STILL Public Job No.1

ONE of the most crucial battles on the home front still goes on — the battle for paper.

Your Uncle Sam is in a spot. He needs 8,000,000 tons this year. And he is not getting them.

There is still time — if *you* will help.

Our armed forces use paper for more than 700,000 items. It is being used up at a faster rate than ever before.

That's why all your old newspapers, magazines, cartons, fiberboard, bags and wrapping paper are needed — right down to the last ounce.

The American Legion is in the fight

to salvage paper. The Boy Scouts, Girl Scouts, Brownies, school and city groups are working hard.

But the answer is still up to you — 100,000,000 plain citizens who can put this drive over the top if you'll just get busy.

Save every scrap of paper, paperboard or cardboard you can get your hands on. Bundle it for the collectors. Then, if there is no regular collection where you live, phone the American Legion, the Scouts or the City. Be sure your weekly bundle is collected.

Urge your neighbors to do the same:



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MODERN LITHOGRAPHY



The "Makings" of a Robport

IN this slab of synthetic rubber fresh off the rolls of the milling machine are the "makings" of a Robport Synthetic-Rubber Blanket, the blanket pressmen hanker for.

Just as the "makings" are the basis for a fine cigarette, the kind "that satisfies" or you'd "walk a mile for," so are the "makings" which go into the manufacture of a Robport Synthetic-Rubber Blanket the basis for its enthusiastic and wide acceptance in the offset industry today. In other words, laboratory control all along the production line, continuous checking and re-checking, the proper blending of the right raw materials, the technical know-how of synthetic rubber manufacture—all of these enter into the mak-

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Quality manufacture—the best by and from the finest—are yours when you buy Robport Synthetic-Rubber Blankets for your pressroom. Just ask your pressman—he'll tell you that for top litho production the Robport is aces.

ROBERTS & PORTER INC.

Chicago: 402 South Market Street

New York: 100 Lafayette Street



CHARTS SHOW NEW PROCESS INKS



Exhibit at N.A.P.L. Conference showed giant photos of Electron Microscope and G. E. Recording Spectrophotometer, both important IPI color research instruments.

Importance of Color Research Stressed at N.A.P.L.

Greatly increased use of color in recent years has been responsible for many improvements in the goods we buy today. Textiles have a greater range of hues and designs, packages are more attractive, the printed page has far greater eye-appeal, and even our homes have become better places in which to live because of new color possibilities in wall coverings, appliances and paints.

Much of the credit for advances in the field of color belongs to the research technicians who have been responsible for the development and application of new equipment and new methods for color analysis. A graphic demonstration of the forward strides of research in printing ink colors was made by International Printing Ink division of Interchemical Corporation at the NAPL Conference. A large exhibit showed life-sized views of the new electron microscope and the G. E. recording

spectrophotometer in action, while various examples of presswork testified to the effectiveness of research in developing new formulations and new techniques for better color printing.

It was predicted that further developments of pigments and use of specially designed laboratory equipment for color control will produce many new applications for color in the postwar world.

FREE COLOR GUIDES

A letterpress and an offset color guide, each made up in both file size and an easy-to-carry pocket size, a newspaper web press color guide and a specimen book of IPI Everyday* inks are now available to printers and others who select printing ink colors. Write for copies to International Printing Ink, Empire State Building, New York 1, N. Y.

*Reg. U. S. Pat. Off.

Selection Easy in New Folder Offered by IPI

To make selection and comparison easy, IPI has prepared a folder showing the IPI* Offset Process ink line. The principal feature of each sheet—one on uncoated offset stock, the other on coated enamel—is the mixture chart employing a unique method of demonstrating the results obtainable from standard IPI Offset Four-Color Process Inks. The charts are based on a color cube developed by Dr. Herbert E. Ives in connection with his work on a scientific artists' palette. The process colors used in the charts will be found very satisfactory for general four-color offset lithography. The pigments will yield the widest gamut of colors for mixtures. They are the nearest to the ideal subtractive primaries within the limitations of offset lithography.

In addition to the standard IPI Offset Four-Color Process Inks, the new IPI Offset Inks include a wide selection of colors to meet varying conditions in multi-color reproductions of Kodachromes and other full color originals, as well as single and two-color offset process inks.

Copies of the new Offset Process Colors folders will be sent to you upon request.



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For source material, write GAVC, 17 E. 42d Street, New York

TOUGH...



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Albumin Concentrate Solution

Sterilized . . . Non-Deteriorating

Plates made with CHAMPION have a durability and sharpness impossible to achieve with egg albumin. It is a sterilized albumin in liquid form, from which all germ and bacterial life have been removed. CHAMPION makes a clear, clean coating, easily prepared in one minute. It is fast in exposure, and develops freely. It is so tough, that it challenges deep etch to deliver more impressions per plate. Order CHAMPION from your dealer — TODAY!

Gallon	\$6.00
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Quart	\$1.75

Ready-to-use

BPB Coating Solution

Specific Gravity, 20° or 30°

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Specific Gravity 20° . . .	\$2.25 gal.
Specific Gravity 30° . . .	\$3.00 gal.

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CALIFORNIA INK CO., INC.
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(Prices slightly higher in Canada for Imperial measure)

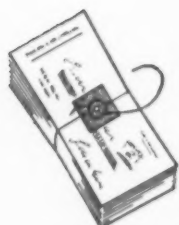
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Champion Albumin
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Jiffy Developing Ink
Jiffy Heavy (Deep Etch)
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Imperial Fountain Solution
Fountex, Fountain Solution
Solio, Self Gumming base for
use in fountain solutions
Non-Souring Pure Gum Solution

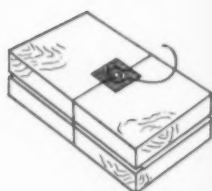
Sav-a-lac Plate Intensifier
(Purple)
Griptite, a "stop walk"
plate intensifier
Dumore Asphaltum Plate
Wash-out solution
Liquid Tusche
Black Opaque "GRAPH"
Red Opaque "VELVO"
White Opaque "SWAN"
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Staging Solution
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Turpentine Substitute



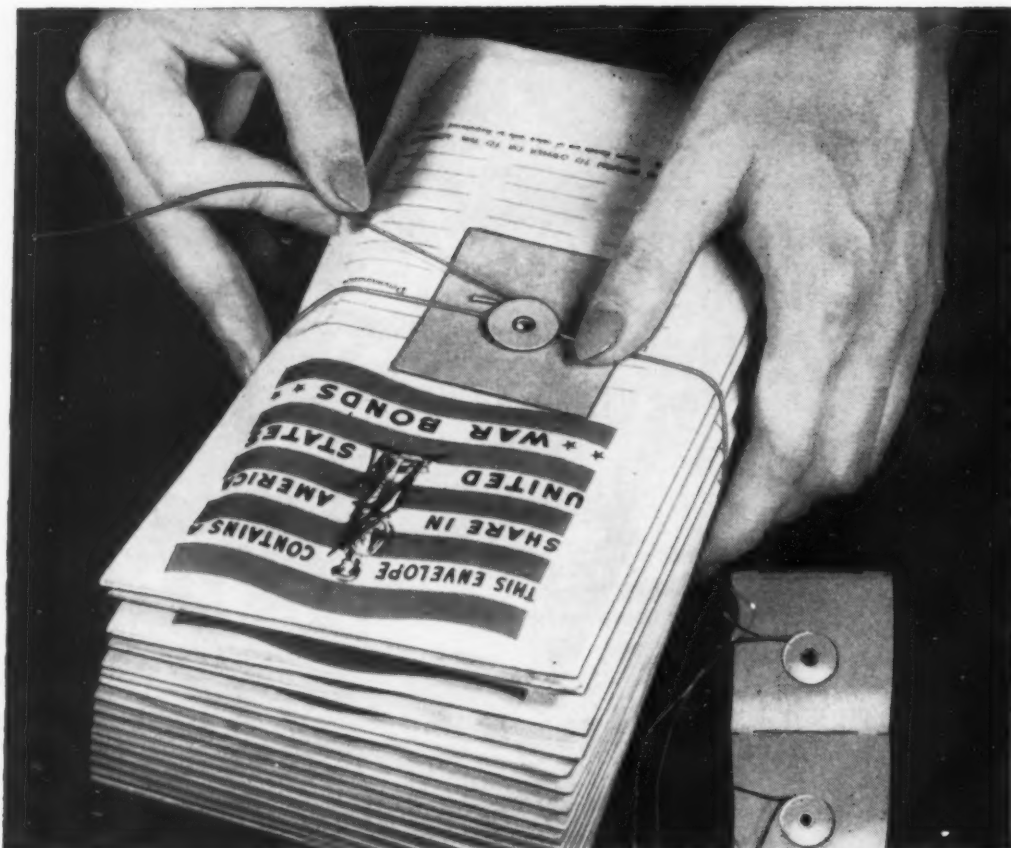
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PROOFS



CUTS



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Born as a war necessity to replace rubber bands, large paper clips and other critical fasteners, the U. S. E. String Tie has already demonstrated that it will have a firm postwar demand. Banks, insurance companies and business offices have found that U.S.E. String Ties are easy to use, inexpensive, do not deteriorate and can be used over and over again.

Here's an item which you, the printer, can use and sell profitably and which you will want to know about now. Ask your paper merchant for samples.

UNITED STATES ENVELOPE COMPANY
General Offices, Springfield 2, Mass.
Thirteen Plants from Coast to Coast



U.S.E. envelopes



ESSENTIAL COURIERS IN WAR AND PEACE

Makers of ENVELOPES • WRITING PAPERS • LINWEAVE PAPERS • NOTE BOOKS • TRANSPARENT CONTAINERS • WAR PRODUCT PACKAGING • PAPER DRINKING CUPS • TOILET TISSUE • PAPER TOWELS



**YOU can't afford
to miss EITHER!**

BUY BONDS EVERY PAYDAY

May we offer a suggestion?
Which is worthy of attention
And in truth is most essential
to us all.

"Back our boys who now are fighting
On the front lines without griping,
Invest in bonds to hasten their
recall."

Alston Perry

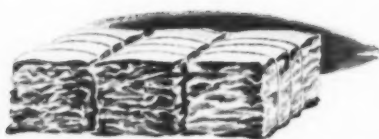
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Main Office and Factory: 611 West 129th Street, New York City

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BUY *Fight* PAPER



Paper is vital to victory. It is one of the most critical materials, a part of thousands of different necessities of war. Advertisers, radio, publishers and printers are urging the public to save every scrap of paper. Another big paper drive is just ahead, one which must sell Government paper worth \$14,000,000,000. What we put into these War Bonds will buy those necessities for our fighters. Let's all get behind this drive. We've done the job before. Now we will do it all over again, *and better!*



1894 1944

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EDITORIALS

WITH the prospects apparently bright that the end of the war in Europe may be in sight, a natural optimism as to the future outlook is quite understandable. It has been 25 years since we had to go through the period of readjustment from the first World War, which finally ended up in the great depression, and perhaps the recollection of that difficult period has become a little dim. The past few years of easy sales and a ready market for anything that could be produced may have caused some of us to forget that there was a time when it was impossible to sell a good product at a low price, and that the time will come again when sales will once more be difficult. The present wartime shortage of labor may have caused us to forget, too, that before war industries made necessary the employment of even the lame and the blind, unemployment was our number one national problem,—a problem which in the six years from '32 to '39 had never been solved by our national program of spending and relief.

As we contemplate our possible ability to operate in the postwar period under a national debt which may reach three hundred billion dollars, we may have forgotten that it was *after* hostilities ended in the first war that we underwent our heaviest expense in loans to our allies,—and to defeated Germany. We may have forgotten that it was only this policy of tremendous external loans which built up the false prosperity of the late twenties—based on an export market which lasted only as long as our ability and willingness to loan money held out.

As we look forward now to the postwar period under the menace of a huge national debt, we must keep in mind that in addition to the pressure to loan money abroad to rebuild Europe there will also be tremendous pressure at home to indemnify our fighting men for the big war plant wages which they never had a chance to collect,—pressure too to extend generous unemployment benefits to war workers who in many cases may have squandered the wartime payroll windfalls.

Once hostilities have ended we shall of course be free speedily from the heavy burden of war costs, but we must keep in mind that as war

production is cut back, the volume of income tax receipts based on the swollen wartime incomes also will recede.

One of these days this country must inevitably come up against the hard fact that while social experimentation is in many ways commendable, it costs tremendous sums which we unfortunately no longer have to spend. Although the war may be almost won, it is still a long way from being paid for. And until we pay for it, we are all going to have to tighten our belts on many worthy projects.

It is this unfortunate necessity for paying the economic cost of the war that causes us to view the period ahead with something less than complete optimism.

THE other day we were sitting in the office of a buyer of printing, who purchases approximately \$25,000 worth of printing per year—all from the same printing firm. While we were there he picked up the telephone and called the printer to check on a small job which the printer had had two and one-half months—a job which could be knocked out in a very short time on a small press.

The buyer was given the usual run-around, but it didn't take, and he insisted on learning the status of the job, as two and one-half months is a long time even these days. It turned out that the printer had lost the copy and the order, and hadn't touched it nor even notified the buyer.

To add insult to injury, the printer asked the buyer if he couldn't send the job somewhere else.

The buyer did send the job somewhere else and it so happened that the printer's lack of consideration in explaining the situation, and his lack of common courtesy, will cost him \$25,000 per year as soon as the war is over. For that buyer is looking for a new printer.

This actually happened. We believe there is a deep and abiding lesson in it.

No. 1 Requirement: Sound Management

by

WILLIAM J. VOLZ

Sacket & Wilhelms Litho. Corp.
Long Island City, N. Y.

(Before the New York NAPL Convention)

THERE are certain prerequisites for our subject, and they include the following:

First—That ownership must recognize and appreciate the value of commercial and industrial research.

Second—That the chief executive for each enterprise be active in the field, have a comprehensive knowledge of the industry as well as allied industries, and be a master of the technique of administration and organization control.

The very essence of our modern business management is a constant forecasting and planning operation, which, when scientifically applied, produces an abundance of industrial prosperity. To this, postwar business management hopes to add permanent prosperity.

Our wartime government regulations have placed upon management many added burdens. Within a reasonably predictable future, however, the gigantic war machinery will stop functioning, and industry as a whole will gradually change from a wartime to a peacetime economy.

This drastic reconversion does not exclude the lithographic industry, which will share in the difficulties emerging from the abnormalities of war to the normal competitive conditions of peace.

We are all thinking of ways and means to get back to regular methods of running our business with an absolute minimum of disruption or

stoppage. When this has been accomplished—and I'm sure that it will be—the next vital step is to become attuned to the new requirements of business as these requirements present themselves for solution.

While innumerable factors will be necessary to put our respective houses in order, it seems to me that the most vital will be *sound management*.

Sound Management Defined

AS related to any industry, sound management consists of conducting our business in such a way that all the elements will synchronize and function so efficiently that the end result will be quality work, contented employees, maximum production, a healthy profit, and well-satisfied customers.

Setting ourselves for such an objective would be the first essential step towards sound management. However, there are many important factors which must be carefully analyzed and then linked into one solid chain before we can achieve our goal.

Among these factors may be mentioned:

Sufficient capital invested to advantage. Adequate plant and equip-

ment. Efficient craftsmanship of shop people. Competency of officers and office force. A properly trained sales personnel.

Volumes have been written on each of these subjects and each could easily be the theme of an interesting address. These topics, however, should be discussed briefly because of their significant application to our subject matter.

1. *Sufficient Capital Invested to Advantage.* Let us assume that a lithographic company, after the war ends, has accumulated a healthy reserve. With this blood stream of ample capital coursing through its business veins, the firm is "raring" to get its share of peacetime lithographic business. This is where sound management steps into the picture with the object of acting both as an accelerator and a brake.

This hypothetical company we are discussing has been working "around the clock" almost since Pearl Harbor. Every machine in the plant, every press, in fact every piece of equipment, has been worked to its fullest capacity. The time has come when some machines will have to be discarded and new ones installed. Others will require a complete overhauling. Perhaps more room is needed, or the plant may have to be more centrally located.

Also, there are the questions of advertising and the acquisition of a vigorous, competent sales personnel.

MODERN LITHOGRAPHY

All of the foregoing will require the investment of considerable money, and this investment should not be made until every phase of its advantages has been given a penetrating and exhaustive analysis. *This is Management's job*, and if the job is done correctly and expeditiously, the firm is off to a flying start toward a successful peacetime career.

2. *Adequate Plant and Equipment.* As I have already stated, the majority of lithographic plants throughout the country have been worked to full capacity. In a great many cases the presses have been going continuously, receiving really brutal treatment. Because of the demand for speed of production and delivery of essential materials, i.e. demand for military maps, charts, instruction manuals, etc., to be furnished by the lithographic industry, the government virtually took over the greater part of all production and management for the duration.

Frequently the specifications of a job would be given, followed by the remark "This is a 'command' order." That would mean putting the greatest possible pressure on presses and personnel to meet an almost impossible delivery date.

The replacing of regular equipment, or the installation of additional or a different type of presses, will certainly depend on conditions within a given plant, as a pattern for one plant would possibly be harmful to another plant.

For example, will a specialty house which has formerly confined itself to certain types of work, but during the war branched out to meet government demands, return to its former policy of specialization? On the other hand, will a plant producing a

general line of lithographic work, but which has specialized during the war period, consider the possibilities of permanent specialization?

We cannot afford to speculate when planning equipment expenditures, nor can we attempt to change our course after embarking upon a set program, without incurring the same speculative result. Therefore, careful analysis of suggestions such as I have just mentioned will aid considerably in the installation of the right kind of equipment.

Moreover, the question will surely arise as to whether to overhaul the present equipment and use it for post-war operation, or to discard it completely, replacing it with new and modern machinery. This too will certainly require the keenest and most decisive kind of thinking, as all decisions made will be the responsibility of management.

3. *Efficient Craftsmanship of Shop People.* The war years have not helped to produce a higher state of efficiency among shop personnel, and you will readily agree that the reverse condition has more generally existed. There are many reasons for this situation among which may be mentioned: Shortages of labor; Substitute materials; Transfer of skilled artisans to the armed services; and abnormal conditions under which men labored—i.e. Long hours, high-pressure rush work, worry and concern over relatives in the military services, and dissatisfaction in general.

Upon the cessation of hostilities, competitive forces will again exert themselves, and those firms which are able to give good service and meet good competition will be the

ones which will adjust themselves with reasonable dispatch.

The high standards of plant efficiency can only be maintained with competent experienced help. Our slogan should be: *The most capable help is none too good for my shop.*

IN addition to the direct costs of spoilage and/or lost production, stop and think for a moment of the investment in machinery being entrusted to the operation of the average crew of craftsmen.

Whirlers range in price from \$175 for a 14 x 20 inch plate to about \$650 for one accommodating a 50 x 69 inch plate.

Photo-composing machines equipped with a set of different sized negative holders range in price from \$2,700 for the smallest make to about \$7,100 for a machine taking a plate 45½ x 54 inches.

The installation of a 24 inch camera, the cost of which would be about \$3,500, means the employment of at least four men to run it.

Another item of expense is the presses. As of 1941, a 14 x 20 inch size press cost \$2,800; a press taking a 17 x 22 inch sheet cost about \$4,000, and a press taking a sheet 22 x 29 inches cost approximately \$7,000. Offset presses, as a rule, require two men for each press. Larger presses and multi-color presses require additional help and the cost is proportionately greater.

With such expensive equipment representing the bulk of our investment, one fact is paramount—every person in the shop, every craftsman handling the mechanical equipment must know his business and must be productive.

The new competitive conditions will only permit the best type of craftsmen to fit into our organization. The photographer, the platemaker, the dot-etcher, the prover, and the pressmen must be the very best obtainable. After the war, competitive conditions are going to be real tough. Therefore, pre-war standards must be completely discarded and new standards set up.

Management's realistic responsi-

Tremendous opportunities lie ahead for lithography but management must prepare for them. Here are the tasks to be done.

personnel and standards.

4. *Competency of Officers and Office Force.* At the beginning, I stated that one of the prerequisites of sound management was to have an active chief executive possessing a comprehensive knowledge of our business and allied industries, with a technique for administering and controlling all operations. He should readily be available to exercise judgment and direction to his associate officers and, in turn, lead subordinates. If an official is non-active or attempts to operate the business through absentee management or some form of remote control, he will soon find his associates trying similar methods and the office force will become impassive, disinterested, and unable to function efficiently.

However, if the officers are experienced practitioners in their respective fields, if they are on the job at all times, and if they know from actual personal knowledge what is going on, the office force will be galvanized into vigorous action, keenly interested in their respective duties, and doing their various jobs in a manner that reflects competent management.

If you have never had an organization chart, you should prepare one immediately to avoid an overlapping of responsibilities and to bring under control any operations that are loosely tied in.

Except for the officers, a capable office force should consist of a bookkeeper, an estimator, an order writer, a cost accountant, in addition to stenographers, typists and, if possible, a capable correspondent. Each should have his or her specific, delegated duties, and the work should be so arranged that cooperative effort would be at the maximum and friction and disagreement at the minimum.

Every office worker from the chief executive down should be a fitting complement of his or her associate, and when in contact with the plant personnel or customers, the highest degree of efficiency should be displayed.

If a customer phones for certain data concerning his job, the data



The author is treasurer of the Sacket & Wilhelms Co.

should be quickly available to him. Estimates should be promptly prepared and dispatched to customers without delay. Generally the system should be flexible so that if a salesman makes a special request for an estimate, his request should be complied with promptly.

Perhaps, I might be accused of having an obsession when I say that the most important function of the office staff is the maintenance of the accounting and cost accounting systems. The compass is to the seafaring man what the cost system is to sound management. Full use of a uniform accounting and cost system makes for *sound management* and eliminates all guesswork.

This essential history of factual information provides management with a knowledge of what it costs to produce a job economically, it shows hourly costs, it determines production standards, and it supplies much other basic cost information. Fortunately, there already exists in the lithographic industry a good uniform accounting and cost system, and management can benefit considerably by looking into its manifold advantages.

Would you be surprised if I told you that there are many hidden treasures in our uniform accounting and cost system which, when applied, yield many dollars of income without the increase of a single dollar in sales or other efforts?

It is very probable that during recent war years, many firms have not

utilized their cost system to a proper extent. If that is the case, it probably is due to the fact that office help to make it function were not to be obtained.

Another reason was the seller's market which developed soon after Pearl Harbor, when the paramount consideration was to get out the work and not the careful measurement of costs. I do not sanction either of these practices. Suppose you had contracts subject to renegotiation? Why nothing but your cost accounting system would get you a full and complete award! That condition, however, will soon be a thing of the past.

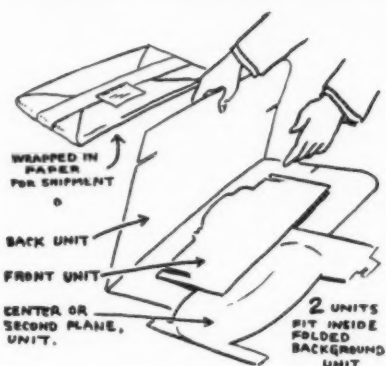
Sound management will serve the industry's best and primary interests if it installs and operates a uniform accounting and cost system as quickly as new developments warrant it.

5. *A Properly Trained Sales Personnel.* The subject of a trained sales personnel may still be bitter medicine to thousands of salesmen who had the very props taken from under them within a few months after this country declared war on Japan. With hundreds of industries deprived of essential materials almost immediately, their business stopped at once and became frozen. Salesmen handling a thousand different kinds of commodities, and who had been with their respective firms for many years, found themselves without a job and with nothing to sell.

A goodly percentage of these men soon were inducted into the armed forces, and thousands of others gravitated to war plants where they have been ever since. Many of these former salesmen in our industry are probably asking themselves the following questions:

What's going to happen when war orders stop pouring into lithographic plants? Will two-shift and three-shift operation be continued in the hope that a rush of orders from private industry will enable firms to maintain their present sales volume? Will lithographers, for instance, who have produced such specialties as, let us say—maps—hope to continue producing this work, or will they go

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Top—The lower copy block and the automobile are on one plane of this display, the tire and panel above it make up the second panel while the background forms the third. Line drawing shows how the two units were folded inside the third and wrapped for shipping to save chip board. Below: 150,000 of these displays with the picture frame effect have been produced. Drawing at the right shows a close-up of the construction. The third dimensional depth was obtained from a single piece of board.

Two Displays—

Three plane construction and frame effect take them out of the run-of-the-mill classification

By E. LESLIE WATHEN

Cleveland Div. Mgr., Stobridge Litho. Co.

(The design and construction of lithographed advertising displays is highly important to many lithographic companies, and when paper restrictions ease up there will be greatly increased activity in display advertising because of the major role it will play in the selling of goods after the war. From time to time, therefore, notes on various displays being produced will be published here, and we invite lithographers to send us photographs of their work with brief descriptions and diagrams such as appear on this page. —EDITOR.)

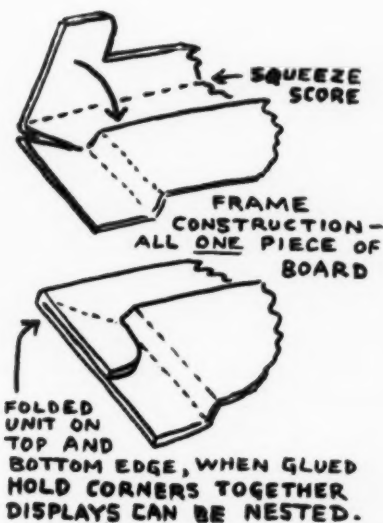
THE display shown at the top of this page, which we made for the B. F. Goodrich Co., is interesting, not because of the subject matter but because of its construction. This is a three plane window display and stands about 33 inches in height. The front plane, which has a copy panel and an illustration of an automobile, constitutes one unit. The tire and panel above it constitute a second unit, and the background is the third unit. This display was designed to eliminate corrugated board for ship-

ment, which has been almost impossible to obtain during the past 12 months.

The background of the display is 29 inches high by approximately 34 inches wide. There is a back score in the middle, which folds it in half the 29 inch way. For shipping, the other two units are merely placed between the folded background unit. When folded in this manner there are four thicknesses of 75-point board, which makes a pretty rigid package when wrapped in heavy paper and sealed for shipping. A small strip of chip board on the open edge, which is die cut at one corner, protects it from getting bent or nicked. Should the other edge become nicked, it wouldn't make any difference as it does not show when the display is assembled.

Some of them were shipped between two sheets of chip board with all four edges sealed, but we find

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Shipyard Paper by Offset Runs 90,000 Copies a Week

ONE of the most interestingly-produced tabloid newspapers in the country—a complete offset job—is the publication known as the “Bosn’s Whistle” published weekly for 90,000 workers in three Henry J. Kaiser shipyards in the Pacific Northwest. Actually three different newspapers, although some matter is the same for all, it is “the press” for the personnel of the shipbuilding enterprises known as Oregon Shipbuilding Corporation, the Kaiser Company at Vancouver, and the Kaiser Company, Swan Island. The eight-page tabloid has a completely professional appearance and is heavily illustrated by crack photographers and cartoonists. Text provides news of the yards, news pertinent to the job or of interest to the workers. It dramatizes the work done there, reports on inter-departmental contests and competitions, conveys information to workers from management

(or from government agencies) via the news approach, tells employees what is being done for them, tries to minimize labor turnover by making employees feel that they are part of it all, and aims always at improving production records and quality of work done. The newspaper is, in brief, a morale builder and was started with that end in view.

Pages two, three, six and seven are the same for all three yards; pages one, four, five and eight provide news and pictures pertinent to the yard for which it is produced, featuring working personnel of that yard. The three shipyards together provide the 90,000 readers, who give the publications enthusiastic reception each week.

Each of the three tabloids has its own editorial staff of two or three professional newspaper people. They gather the news and supervise the

photography. The material thus gathered is turned over to what corresponds to the city desk on a larger newspaper, but it happens to be the advertising agency of Botsford, Constantine & Gardner in Portland. This city desk operation is taken care of by one editor and five rewrite and makeup men. The rewrite men are mostly employed part time, and work professionally on one of the local newspapers or for a news service in Portland.

This city staff produces the whole newspaper in 36 hours, including the rewrite work. The agency also develops feature stories. An example of the latter is an article appearing in a recent issue headed “Industries Plan for More Postwar Jobs.” Cartoon-illustrated, taking about two-thirds of a page, this story appeared around the time of the invasion of France by the Allies when some workers might have thought the war was

By ELSA GIDLOW

over and it was a good time to pull out and head for home back in Oklahoma.

The agency in its capacity as city desk also supervises and purchases the art work and features (such features as are not agency-written). The entire newspaper is custom-built, with no stock syndicate stuff, and has its own cartoonists and professional photographers. It avoids flag-waving, both institutional and otherwise.

NEWs and other matter gathered during the preceding days is picked up, half on Saturday, half on the following Monday. By midnight of Monday night all copy is written and half of it is made up. Tuesday, proofs are checked, pages made up. Lithographing starts Wednesday morning and is completed by Thursday morning. The finished papers are distributed on Friday. Means of distribution is a series of bins or boxes near the various yard gates where employees going to or coming from work can pick them up. They are always all picked up.

Production is on what is said to be the Pacific Coast's only web-fed, multi-color high speed offset press. This equipment, said to be capable of producing a 12-page newspaper, two colors one side, three on the other, complete at rate of 12,000 an hour, is owned by the Daily Journal of Commerce, Portland. The "Bosn's Whistle" with its 90,000 copies each week, is one of the largest offset jobs being produced in the West. One of the great advantages of the process, the editors say, is that they can use fine-screen (133 screen) halftones, which are not practical by letterpress on newsprint. They also report that they get a better appearing, more rapid job.

The newspaper is 11½ x 17½" and the stock is newsprint. It is loaded to the gunwales with halftones, and reproduction is sharp and clear. Blacks are black and type matter is sharp.

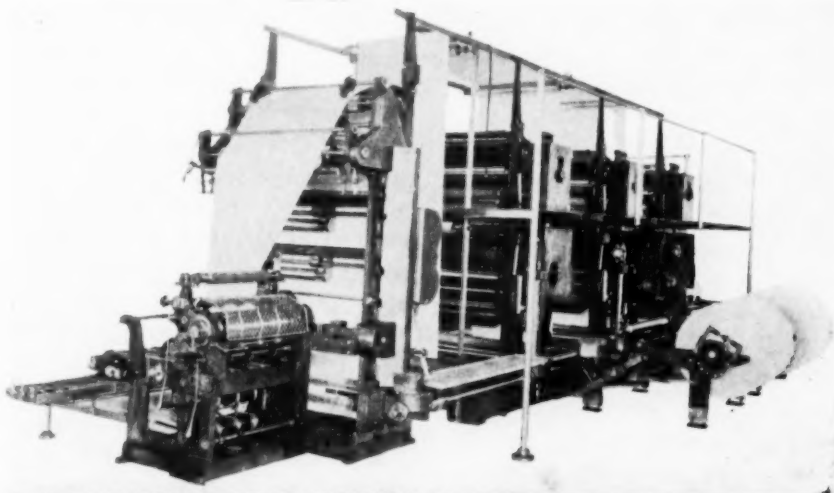
The genesis of the tabloid is interesting. Originally the "Bosn's Whistle" was a 16-page magazine,

(*Modern Lithography*, Dec., 1943) a fairly traditional house organ which was started about two years ago and ran to the spring of this year when it was superseded by the tabloid. The substitution was, in a sense, not planned.

The first of March, this year, saw the first production in its present form for the three yards, but the first experimental tabloid newspaper came out last autumn, produced for Kaiser workers but paid for by the United States Government through the U. S. Maritime Commission. Its objective was frankly that of morale builder. Last October the navy needed more aircraft carriers in a hurry. They put on a great drive to speed up their production. At the Kaiser Vancouver Yards the production was stepped up from 16 carriers to 18 in three months. As part of the production drive, the little newspaper was brought out. There were 16 issues during the experimental campaign and the tabloid is given much of the credit for the bettered morale which speeded production. One of its main duties then was stimulation of inter-departmental competition and contests and keeping workers advised of how the work was going. The yard ultimately got up to 19 carriers from the low of 16. The decision was, that the newspaper had proved its worth; it was expanded to include all three

yards in the Northwest, and the magazine was discontinued.

Maintenance of production at good levels is still one of the objectives of the publication but an equally important one is to cut down labor turnover. As one of the city desk men says, "We try to keep the workers in the area and on the job by making them feel part of the community." As many names as make for good editing and good reading are put into each issue of the various editions of the paper, photographs, particularly group photographs, are lavishly used, employees are given credit in news-style items for whatever they may do or achieve that is noteworthy, the "Inquiring Reporter" briefly interviews six or eight workers each week at each yard on some subject of interest to their fellows; outings, picnics, and social events are well reported and photographed; yard sports news is professionally reported and pictured. And then there is top management news and interviews and a certain amount of local news of direct interest to the worker on the job: for instance, a reduction in bus fares in the region. Ship launchings are dramatically reported. There is a "Coming Events" calendar in each issue featuring social and entertainment events; and a Classified "Help Wanted" section. No paid advertising is carried.★★



This web offset press in the plant of the Daily Journal of Commerce in Portland, Oregon, is used in turning out the Kaiser shipyard weekly newspapers. The job is said to be one of the largest continuing offset jobs on the west coast.

BALANCED SOLUTIONS

FOR PLATEMAKING

YOU may recall that our August article "Humidity vs. Platemaking" pointed out the desirability of plotting a chart to show exposure time and its relation to the percentage of humidity. In that article, the statement that the activity of chemicals has no definite ratio to the humidity percentage, simply means that for practical purposes the change that takes place cannot be detected with equipment found in the average shop. Another factor is that the average personnel of the plants throughout the country does not comprise skilled research men who could detect the delicate change. I do not mean to imply that the brains are lacking to accomplish this control but that it can hardly be expected of the average shop to provide men with this knowledge.

Because of this fact it was necessary to develop synthetic chemicals and formulas that would not react to humidity. Also there was the need for formulas that would be standard at all times to prevent change of acidity and sensitivity. The changes in acidity and sensitivity are some of the most detrimental to lithography.

To prevent the change in acidity, buffers are needed in the formula to resist the rise or drop in strength of fountain solutions, etc. Perhaps the toughest thing to whip is the souring or fermenting of gum arabic and egg albumen. The fact that these two products are universally used and often little understood has cost the lithographic industry a great amount of money and time.

Today the industry has products available that resist all these changes and errors. The synthetic coatings

The author will be pleased to receive any questions regarding platemaking troubles that subscribers care to send in. If complete information is sent it will provide a better chance to study the problem and give you a practical answer.

that are available to the trade to replace albumen do resist change in sensitivity and the tendency to sour. This fact is directly felt during the exposure of the plate: the platemaker uses far less guesswork and the image on the plate is consistently hard and ink-receptive at all times, whereas albumen formulas today are as unpredictable as they were twenty years ago because the basic ingredient has remained the same.

An example of the difficulties the platemakers face is the delicate balance that must be maintained in the making of the ammonium bichromate solution. An error of 1/10 ounce dry weight in measuring dry bichromate, for addition to water, causes a change in Baumé readings of .05, or from 12 degrees Baumé to 12½ degrees Baumé. This is a fact that remains consistent as shown in the experiments conducted. To create the same degree of change in Baumé reading you would have to add three ounces of water to do the same amount of damage. Conclusions drawn from these experiments point out that 1/10 ounce dry weight equals the error factor of three ounces of water.

NOW let us glance into the average platemaking department. I would say, drawing from personal experi-

ence, that only about 40 per cent of the platemaking departments in the country are equipped with balance scales in good condition capable of measuring 1/10 of an ounce. What does a tenth of an ounce of bichromate look like? Using the thumb and two forefingers, the bichromate you could pick up between them would be very close to 1/10 ounce. It is a pretty close measurement, isn't it?

What does an artificial coating do that albumen won't do? (1) Synthetic coatings of the liquid type have their ammonia content already added and the conversion of ammonium bichromate to chromic chromate salt is predetermined by this ammonia content. Thus the sensitivity is generally more stable than can possibly be achieved in the shop compounding of albumen coatings. (2) The fact that synthetic or semi-synthetic coatings are immune to spoilage from heat or age of the mixture eliminates the possibilities of change of sensitivity due to change in chemical balance of the formula.

One of the most important functions of the synthetic coating is consistent average sensitivity day after day regardless of humidity. The toughness of the image remains consistent and the ink-receptiveness is also consistent, thus giving the platemaker an image that can stand development and etching under conditions far more severe than albumen could stand. Development under ammonia water in concentrations up to four ounces to the gallon of water can be used on certain synthetic coatings, a procedure that an albumen coating

BY **NORMAN A. MACK**, Technical Director, Roberts & Porter, Inc.

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would be unable to stand without damage to the fine highlight dots. This ability of synthetic coatings is an excellent feature during humid spells.

A good deal of this article has been devoted to the surface plate for the very obvious reason that the bulk of variables occurs here. Of the deep etch coatings now available in synthetic or semi-synthetic form, the greatest advantage in their use is the much thinner coating than can be made without breaking down during the development or the etching stage. The use of the older standard ingredients in deep etch coatings eliminates the ability to reduce the consistency or centipoise weight to achieve a thinner coating.

You may ask what a thinner deep etch coating will do for the average plant. The first advantage that can be noted is the greater faith to the original copy that can be had, provided the camera man does not shoot his positives as heavy as he has had to for the thicker coatings. Due to the much thinner coating, the percentage of undercut of the halftone dot during exposure is greatly reduced, thus showing immediate results in better highlight areas. The fact that synthetic coatings can stand etching under thinner coatings means that the highlight dot can be etched into the plate and held during the running of the plate.

Deep etch coatings, using gum arabic as a base, have a tendency to change under heat and humidity and the time allotted for development can vary depending on the change which the gum has undergone. While deep etch plates are generally regarded as superior to surface plates the plant using deep etch should also achieve finer halftone and color work in addition to the increased run in order to get their money's worth out of the process. It may be expedient to mention that the deep etch process is almost 90 per cent factory compounded and that overall uniformity of the process is governed from the coating through the etching stages by factory compounded formulas at each stage

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Announce Litho Projects for Research

PROJECTS of lithographic research already under way at the Armour Research Foundation and the University of Cincinnati, under the research program of the Lithographic Technical Foundation, have been announced. The Foundation's research committee, headed by Arthur Cornell, Forbes Lithograph Mfg. Co., Boston, has asked experienced lithographers throughout the country to suggest other projects which the committee may consider. The projects which are now underway, labeled "Of First Importance," are:

I Photography

1. Develop a practical system of densitometric control in monochrome halftone reproduction.
2. Develop a practical system of densitometric control in color process work to minimize hand correction.
3. Find an even more contrasty stabilized and uniform working developer for halftone photography.
4. Study method of converting photographic negatives and positives into offset printing plates.

II Platemaking

1. Seek further improvements in albumin and deep-etch platemaking methods.
2. Determine the effects of relative humidity over the entire 10-90%, on (a) exposure in making albumin and deep-etch plates and, (b) development and etching of deep-etch plates—30-60% already determined.
3. Investigate photo-tanning agents other than ammonium dichromate, and synthetic colloids, in effort to develop improved light-sensitive plate coatings.
4. Study metals other than zinc and aluminum.
5. Develop a bimetallic plate capable of long runs.
6. Study use of anodically oxidized aluminum plate.

III Grain and Moisture Control

1. Determine better means of evaluation of grained plates for lithography. This includes methods of measuring fineness, wettability and moisture capacity of grained surfaces.
2. Find improved method for controlling the amount and uniformity of moisture on plate during printing.

3. Determine methods of producing grained surfaces to specifications. This includes studies of present plate-graining practice, chemical electrolytic methods of graining, sintered grain, or any others, and establish specifications for satisfactory grain.

IV Press Operation

1. Investigation of general field of surface chemistry as it affects lithography with particular reference to new developments. This includes among other possibilities:
 - a. Buffered fountain solutions.
 - b. Automatic or simplified pH control of fountain solution.
 - c. Effects of acid radical and pH value on adsorption of gum arabic.
 - d. Effects of wetting agents in the fountain solution.
 - e. Prevention of oxidation of plate surface without gumming up during shut-downs.
 - f. Stripping of rollers.
2. Develop better method of dampening the plate than with damper rollers.
3. Develop system of photo-electric control of tone and color density.

V Ink

1. Redesign Inkometer to reduce its cost and widen scope of usefulness to lithographers for color control on press.
2. Survey newer synthetic resins suitable for lithographic ink vehicle.
3. Study effects on drying of a wider variety of pigments than reported in Bulletin 13.
4. Find sources of variations in drying of ink on uncoated papers.
5. Develop method of determining true oil adsorption of ink pigments.
6. Study ink characteristics in relation to higher press speeds.
7. Study means of printing gold, silver, and white inks better by offset.
8. Study further the printing of laminated metal foil by offset.
9. Determine if ink can be dried by dielectric heating.
10. Determine if water in ink emulsion can be further controlled, prevented, or broken to improve ink transfer, intensity and finish.

VI Paper

1. Develop a method of pretesting paper for printability.
2. Make new survey of lithographic requirements for air

(Continued on Page 65)

Making Negatives or Positives for DOT ETCHING

These are the basic requirements for the camera operator who produces the work to be dot etched*

LIKE other photographic and lithographic techniques, it is not possible to give hard and fast rules for making negatives or positives for dot-etching. Success depends a great deal on experience and craftsmanship. Good dot-etching characteristics are not difficult to obtain in themselves. Getting somewhere near the desired tone values at the same time, however, requires skill. The photographer should work closely with the correction artist, and do everything possible to give him what he wants.

Choice of Emulsion — When they are properly handled, practically all process dry plates and films available commercially are suitable for making screen negatives or positives for dot-etching. Some, of course, are more satisfactory than others in that they can be extensively dot-etched if necessary. The standard "process" emulsions can give very good results. The more recent "thin-film" emulsions—that is, the emulsion is thin, not necessarily the base—give entirely satisfactory results in many cases. And certain emulsions especially recommended for dot-etching can be expected to give excellent results.

Whenever a photographic manufacturer makes definite recommendations on the proper choice of his emulsions for a specific purpose, it is wise to follow his advice, and also his instructions in using his materials. As in photographic techniques, it is wise to work with one type of dry plate or film for each particular purpose. Learn its behavior thoroughly, instead of changing continually from

one brand to another, and not becoming really familiar with any of them.

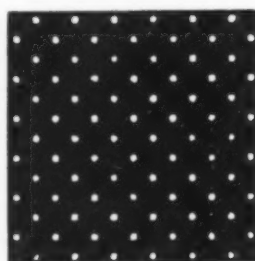
Original vs. Contact—In general, original screen positives, meaning those made through the halftone screen, can be dot-etched farther than those made by contact printing from a screen negative. However, positives printed from screen negatives can be corrected as far as necessary in many cases, and excellent dot-etching positives can be printed from screen negatives having the proper softness

at the dot edges. In either case, special attention must be given to the procedure to obtain the best possible results.

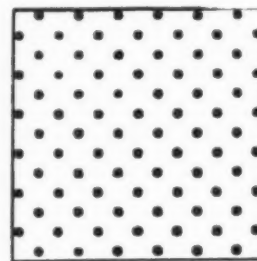
Original Positives—Properly made original positives have dots with good depth at their centers, such dots have sufficient softness at their edges to be dot-etched well, and yet they print down on the press plate as sharp dots if they are not reduced by dot-etching. Experience with the newer contact screens has shown that positives made with them under the proper conditions, either in the camera or in the printing frame, can be dot-etched as desired. The tone rendering obtained with these screens is generally better than with the cross-line screen, and extensive tone changes are necessary only when departures are to be made from the copy.

When the cross-line screen is used, original positives must be made in the camera. A screen distance of 64

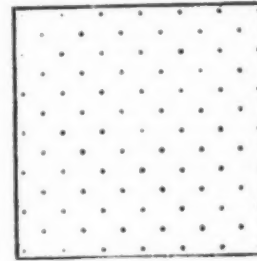
(Continued on Page 65)



A—Original shadow tint.

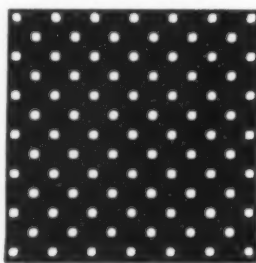


B—Tint A after being dot-etched. Density satisfactory.

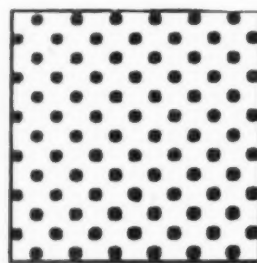


C—Tint A after further reduction to pinpoint dots. Density just beginning to be lost.

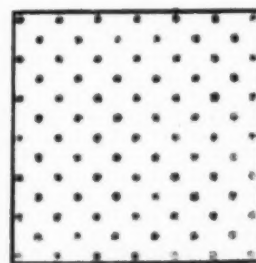
Reduction of a shadow tone on this positive to a pinpoint highlight dot was possible without loss of density.



A—Original shadow tint.



B—Tint A after being dot-etched. Density still satisfactory for printing.



C—Tint A after further reduction. Density insufficient for printing.

Reduction of a shadow tone on this positive was possible only to about a $\frac{3}{8}$ -dot, after which the dots became too gray to be printed. Loss of density can be caused by using the wrong type of photographic emulsion, poor technique in making the positive, or the wrong concentrations of dot-etching agents.

* From Shop Manual No. 2, "Dot Etching" published Sept. 1 by the Lithographic Technical Foundation.

TWO KODAGRAPH CONTACT SCREENS



Ready to make a screen negative in the camera with the Kodagraph Magenta Contact Screen.



Printing a screen positive with the Kodagraph Orange Contact Screen and a magenta continuous-tone negative.

Orange —FOR LITHOGRAPHIC POSITIVES...

Magenta —FOR LITHOGRAPHIC NEGATIVES...NEW BOOKLET GIVES INSTRUCTIONS FOR BOTH PROCESSES

IMPROVED halftone reproduction—finer detail, more faithful tone rendition—has become a matter of routine in many lithographic plants equipped with Kodagraph Contact Screens. Each branch of photolithography—deep-etch and albumen plate—has its special screen to provide the

exact type of dot formation required. The Kodagraph Orange Contact Screen is for deep-etch, for lithographic screen positives printed by contact with the screen and a magenta continuous-tone negative. The Kodagraph Magenta Contact Screen is for the albumen process, for making screen negatives directly in the camera.

Write to Rochester for the new instruction booklet, which gives complete details of both processes, and arrange for a Kodak technical representative to make a demonstration.

For sizes, rulings, and prices of Kodagraph Contact Screens, see your Kodak Graphic Arts dealer.

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Like every other paper company, International Paper Company has been forced, through scarcities and restrictions, to produce paper far below the

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★ ★ ★

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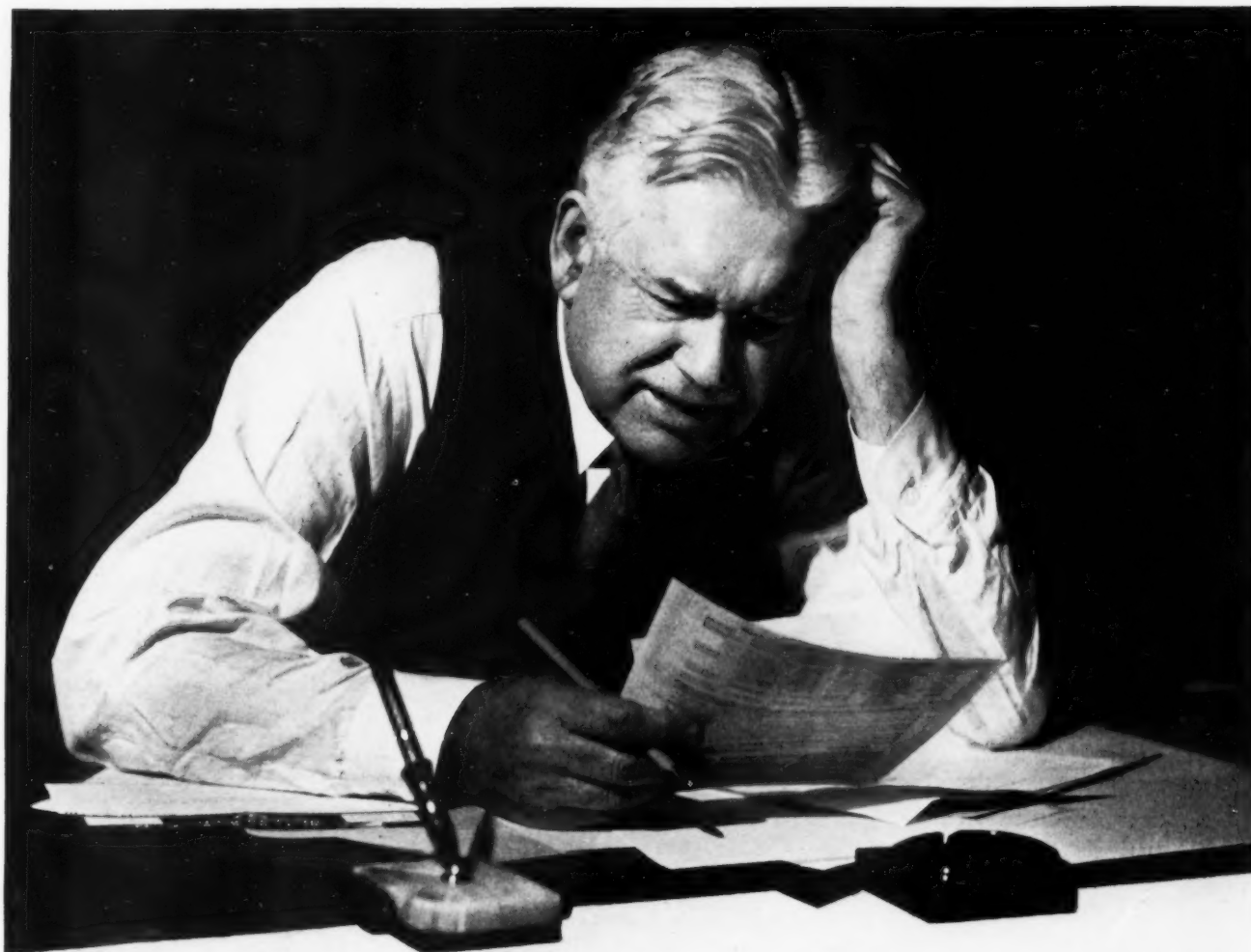


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IT IS A MATTER OF PROFIT!

The profit of the lithographer depends mostly on the number of salable impressions he obtains from his presses. Anything that reduces normal production, is taking from the possible profit.

Improper or over-age rollers are production reducers. They have no part in the plant where the management insists on maximum return on the investment.

The cost of good rollers for each impression is insignificant when compared with the loss of impressions due to faulty or

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and Christmas Seals



THEY only come once a year—turkey and holly, carols and cranberry sauce!

And only once a year do you get a letter enclosing the seals that save life — *Christmas Seals*.

Answer the letter! Christmas Seals make possible the year-round fight against Tuberculosis and are your gift to all humanity.

What better way to remember His birthday?

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In the development of this greater America, the implements of peace will supplant the machines of war . . . commerce will replace logistics. And, once again, paper will pave the way for trade. Paper for packaging, paper for fabrication, paper for the multitude of printed forms necessary for the transaction of modern business.

And, as always, SORG Master Papermakers will be ready to serve the needs of printers and paper fabricators.



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MODERN LITHOGRAPHY



WASHINGTON

LITHOGRAPHERS should particularly note that the price ceiling regulation MPR-225 is now in the process of being redrafted. Under the current provisions of the regulation, lithographers pricing by formula are allowed to include increased labor costs as well as the lightweight differential increases which have been permitted by amendments to the regulation. Lithographers who price by list have never been permitted to include increased labor costs. It is now believed if representations are made to the Administrator of this regulation by the entire industry that increased labor costs necessarily must be included for equitable pricing, there is a possibility that this will be included in the revised regulation. Industry conferences have been held in Chicago and New York on this subject and interested lithographers may write direct to OPA to urge this revision. The present contemplated revision of the regulation includes only the confining of this regulation to job printing, simplifying the regulation and writing a new regulation to cover converted products.

Revised WPB Orders

As forecast in the last issue of *MODERN LITHOGRAPHY*, the following orders have been revised:

L-241—Commercial Printing—has been amended as to inventory. During the month of October, a printer or lithographer could maintain an inventory of 95 per cent of the paper on hand as of the first of that month, provided that the inventory as of the first of the month was not in excess of the permitted inventory. This restriction did not apply to paper in transit on October 13. Beginning November 1, the lithographer's inven-

Latest Capital News Affecting Lithography

tory may not be more than 85 per cent of his permitted October 1 inventory; or, 85 per cent of a 60-day-current-use supply of paper; whichever is less. In addition, a lithographer may accept delivery of paper if the quantity permitted of a particular item (size, grade and basis weight) is less than the amount of that item required for production in the ensuing 30 days. In this event, he may bring his inventory on that item up to the requirements for the next 30 days' production. A unit quantity may be accepted for delivery in the quantity normally ordered on that item in 1941. Under this provision, if he ordered in carloads, truckloads, or case lots, he may order in a like manner now.

Magazines, Books

The same inventory restriction applies to magazines (L-244) as is set forth in L-241. The same exception for acceptance of delivery on specific items also applies.

The same control is imposed in the book order (L-245), and from November 1, the book publisher is permitted to maintain 85 per cent of his permitted October 1 inventory; or, 85 per cent of one-fourth of his consumption quota; whichever is less. The publisher may increase his inventory beyond the permitted quantity for a particular item if it becomes less than one-eighth of his yearly consumption quota. In this event, his inventory may be brought up to one-eighth of his yearly consumption quota, provided the particular item to be ordered is to be put into production within 90 days after receipt of the paper.

Greeting Cards

L-289, Greeting Cards, contains the same restrictions embracing 85 per cent of the paper or paperboard in inventory on October 1; or a 90-days' supply; whichever is less. In the event the inventory of a particular item is less than the amount of the item required for production in the ensuing 45 days, the inventory may be brought up to the amount required of that particular item for production in the ensuing 45 days.

Displays

L-294, the Display Order, has been amended to require certification to the paper mill or dealer. The certification is quoted:

"The undersigned certifies, subject to the penalties of Section 35(A), to the seller and to the War Production Board that he is familiar with Order L-294, and that all purchases by him of items regulated by that Order, as amended from time to time, will be in compliance therewith."

The above is a one-time certification, and no person may order or accept delivery of paper or paperboard, and no person may deliver paper or paperboard for use in the production of displays, unless he furnishes, or has previously furnished to the person making the delivery, the above certification, signed manually, or as provided in Priorities Regulation No. 7, by an official duly authorized for such purpose.

Wallpaper

L-177, Wallpaper, also now requires a certification to the mill or dealer. The certification simply states that the purchaser is familiar with the provisions of the order and all purchases will be in compliance

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*Proved by actual use
in many of the most successful plants
in the country*

LITHOGRAPHERS are more and more relying on Harris V-Coat as an answer to their platemaking problems. Repeat orders prove this to be true.

V-Coat is an improved coating solution for surface plates. It is stable, uniform coating, made from chemicals new to lithography, and

avoids many of the uncertainties of albumen. Plates made with V-Coat are tough and stand up for exceptionally long runs.

V-Coat is inexpensive. It is convenient to handle, as it is shipped in concentrated form and requires only the addition of water and ammonium dichromate solution.

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C L E V E L A N D 5, O H I O

therewith. This, too, is a one-time certification.

Converted Paper Products

M-241-a, Converted Paper Products, as amended October 16, fixes inventories at a 30-days' supply, or 30 tons, instead of two carloads as permitted in the previous order. A compliance certificate must also be issued to the mill or dealer, stating familiarity with the order and that paper so purchased will be used in compliance with it. This certificate need be made only once to each mill or dealer.

Copper and Zinc—M-339

Use restrictions on both copper and zinc have been relaxed. A preference rating is no longer required for the delivery of zinc to a platemaker. There is, however, no permitted increase in the use of zinc; this is limited to 100 per cent by weight of the zinc used in the production of such plates in the same quarter of 1941. If a platemaker used less than 250 pounds of zinc in any calendar quarter of 1941, he may use up to this amount quarterly, beginning now. Any person who used no zinc in the production of printing plates in any calendar quarter of 1941 may use up to 250 pounds per quarter. The borrowing provision of 15 per cent; also the carry-over provision from quarter to quarter; have been continued.

Little Steel Formula

CONTRARY to expectations that the War Labor Board would recommend, as urged by labor, a revision of the "Little Steel Formula," the Board has put the president squarely on the spot by forwarding their report to him without recommendation. Political comment now is that the president cannot afford to act on his own initiative prior to the election without being accused of a concession to secure the labor vote. It is, therefore, considered unlikely any action will be taken until a new committee has been called in to justify whatever action is taken. Washington's grapevine says the Formula will be revised after the election. The
(Continued on Page 81)



"AFTER HOURS," a page feature that runs toward the end of *Printers' Ink* every week, recently carried an article by Roger F. Owsley, treasurer and general manager of R. & L. Litho Corp., Milwaukee. In it he raised the question of "How much of a salary would I be worth if I had to pay myself out of my own pocket?"

ml

We have a hunch that there are a lot of people pulling down salaries today who might do well to ponder that question.

ml

Sidney P. Voice, chairman of the board of Consolidated Litho, Brooklyn, is one of 11 division leaders in that city for the Committee for Economic Development organized to make a postwar employment survey. Mr. Voice's division includes paper products, publishing and printing.

ml

A feature article in one of the recent issues of a duPont house publication was devoted to paper litho plates. A series of photographs illustrated the platemaking process. The plates utilize a surface of duPont polyvinyl alcohol.

ml

Frank Poll, acting secretary of the Connecticut Valley Litho Club, became a father for the third time, October 1, when a son was born. He now has two sons and one child of the other variety. (He may address a cigar to the address which he will find on page five of this issue.)

ml

Synthetic rubber is now being supplied exclusively by Goodyear for rubber stamps and rubber printing plates, they tell us.

ml

One of the latest crazes among the kids now is the collecting of playing cards for the illustrations they carry on their backs. One girl or boy may

be saving the nine of diamonds, while another looks for the four of hearts, etc. A wide range of illustrations are available, of course. This may or may not increase the sale of this lithographed item. We will closely scrutinize the annual reports of playing card companies next year.

ml



To the tune of "Daisy, Daisy," Brett Litho salesmen sing "The Salesmen's Lament" to Saul Blackman at the Brett 100th Anniversary dinner:

Blackman, Blackman,

Give us our prices, do.

We'll go crazy

Waiting here for you.

"Step on the gas," says Harry.

"I can't afford to tarry,"

Oh, take this price,

It's very nice

And it pays you 5 less 2.

In the photo above, (l. to r.) are: Bob Hall, sales manager, George Campbell of the Boston office (only nose and one eye showing behind Hall), Don Hutchinson, Standish Gorham, and A. E. Gelsthorpe. The top of Harry Staats' head may be seen over Hutchinson. Seated is Blackman. The song, along with half a dozen others sung by the Brett revelers, was written by Ernest Radon.

ml

Ten thousand prisoners of war are now at work cutting pulp wood in this country, it was announced in
(Continued on Page 81)

(No. 3 of a series on the manufacture of Photolith Film)



Where the "dope" gets squeezed . . .

TESTED "DOPE" . . . the viscous syrup from which the base for Du Pont Photolith Film is made . . . is pumped from batteries of giant mixers to this filter press.

Here, under tremendous pressure, the liquid "dope" is "squeezed" through layers of specially treated filter paper and felt. It's a double cleansing that

completely removes any trace of foreign matter.

Blending is next, followed by a second filtering. The "dope" is now crystal clear, colorless and uniformly blended. It is ready for "casting" into safety film base.

Du Pont Photolith Film has inherently high contrast. You'll approve its wide exposure lati-

tude . . . appreciate its quick-drying qualities. It lies flat . . . engraves easily. And its unique packaging properly protects the film . . . saves time by putting an end to "darkroom fumble."

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BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

CARRY ON . . .
INVEST IN VICTORY
BUY WAR BONDS



ABOUT THE TRADE

No Paper Relief Till Mid-'45 WPB Indicates

The War Production Board announced October 30 that no relief from present shortages of printing papers can be expected until mid-1945. Hale Steinman, of WPB's Printing & Publishing Div. said that victory in Europe will not immediately solve the paper situation. He also pointed out that increased production of pulp wood in Canada, if it is attained, cannot come down the streams until next spring at the earliest, but that at that time it might be a factor of improvement in the situation. Printing paper production in the U. S. must rise 1,300,000 tons a year to reach the point where WPB controls can be dropped, it was said.

Two days prior to this announcement, the WPB was asked by the pulp, paper and paperboard industry advisory committee to provide freight cars to transport 450,000 cords of pulp wood from Canada before January 1. Of the 1,500,000 cords of pulp wood which a U. S.-Canadian agreement called for to be shipped from Canada during 1944, all but 150,000 cords had been shipped up to October 1, but a railroad car shortage was hampering delivery of the balance.

In the meantime the Joint Committee on Government Relations of the Commercial Printing Industry issued a statement that commercial printers are opposed to any relaxation of paper Limitation Order 120 until the supply of printing papers is adequate to meet the industry's requirements on a free market basis.

Another source of light on the paper situation was a report to merchants and customers made by the S. D. Warren Co., Boston, in which

the following speculations were set forth:

1. A German surrender will be followed by a reduction of government consumption that will permit a **modest** increase in the volume of book paper for civilian use.
2. A German surrender will be followed by a reduction of production of nitrating pulp—some of which will shortly thereafter come to the paper industry and allow another **modest** increase in paper production.
3. Subsequent improvements will come gradually rather than suddenly.
4. If the War Production Board continues to allocate pulp and to maintain limitations on consumption—increasing allocations and relaxing limitations by degrees until wartime dislocations are composed—the improvement can be orderly and progressive.
5. If all WPB controls are suddenly abandoned, the immediate post war adjustment will be chaotic.
6. That the long range outlook for 1945 is optimistic, but that the immediate post war probabilities should be appraised conservatively.

These are speculations. They should not be confused with facts.

National Group Drops Litho

The bid of the newly organized National Graphic Arts Institute to represent the lithographic branch of the industry in government and public relations has apparently been dropped according to the Institute's report of a meeting of the organization committee held in Pittsburgh, October 13 and 14. The report stated: "The Committee, however, after analyzing the national picture from an organization standpoint came to the conclusion that the largest branch of the Graphic Arts Industry, namely the letterpress printers, are not suffi-

ciently organized nationally to effectively participate in any overall set-up which might be inaugurated."

The committee recommended that the first step toward the formation of a strong national organization would be the consolidation of the activities of the Joint Committee on Government Relations in the field of government and public relations with the activities of the United Typothetae of America under a new name and a new organization structure.

The UTA has not made any announcement on this proposal at this writing, but further developments are expected at the UTA convention being held in Cleveland early in November.

The Joint Committee, whose officers have been active in forming the new Institute, now has received financial support from 25 cities, according to the committee's report.

N. Y. to Hear Griswold Nov. 17

Wade E. Griswold, executive director of the Lithographic Technical Foundation, is to be the speaker at the November meeting of the New York Litho Club, and he will discuss the research and educational plans of the Foundation as they relate to individual plants. The date for the meeting has been changed to Friday, November 17, because of the previous conflict with Thanksgiving. It will be held at the Building Trades Club, 2 Park Ave.

In addition to Mr. Griswold's talk, the sound movie of the Miehle Printing Press & Mfg. Co., will be shown. This film shows the new Miehle offset press.

A description of the lithographic activities in the Navy Department in Washington was given at the club's October 25 meeting, by Lt. W. Bradley Edelblut, chief of the Processing

NORWIL PRODUCTS

Embrace Every Known Photographic Need

Because of a really sincere desire to faithfully serve all branches of photography, and particularly that branch identified with the Graphic Arts, Norman-Willets has become recognized as the leading distributor of photographic materials, equipment and supplies to the trade. A special emphasis is placed on the completeness of our service on **negative material, equipment and supplies** used in **Photo-Engraving, Photo-Lithography, Rotogravure, and other Graphic Arts.** Whatever items you require for your business—no matter how quickly they have to be supplied to you—**Norwil Products** and **"Service"** will insure you the utmost in satisfaction at all times.

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Anso Reprolith
Defender Litho
du Pont Photolith
Hammer Offset
Ilford Litho-Neg

LENSES

All Makes

LIGHTS

Atlas
Gelb
MacBeth
Pease

PAPER

Anso—Nokaline and others
Defender—Negative and Litho Transparent
Eastman—Ad Type and others
Haloid—Lithaloid Negative and others
Hammer—Negative
NORWIL—Silver Print

PLATES

IIFORD Litho-Neg and Panchromatic
Hammer Offset and others
Defender Litho Process

SCREENS, HALFTONE

Levy

SUNDRIES

TISSUES

NORWIL Silk Screen T669
NORWIL GRAVURE T648

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Section, Publications Div., U. S. Navy. He gave some rather startling "off the record" figures on the production being obtained from web offset presses, and described the production control system in use in the Washington plant. William Carey, Sweeney Litho, club president, presided. Guests included Louis A. Tamb, Fuchs & Lang Mfg. Co., who is program chairman of the Litho Club of Baltimore.

Sees Need for More Advertising

"More and better advertising" will be required in the postwar world to make jobs for returning soldiers, Whipple Jacobs, president of Belden Mfg. Co., Chicago, asserted at the recent convention of the National Industrial Advertising Association in Chicago. He warned against any reduction in advertising volume by industrialists who may be counting on the pressure of pent-up buying power to sell their merchandise.

"Our productive capacity is too great to permit advertisers to coast along for any length of time on self-propelled sales," said Mr. Jacobs. "And there are many reasons to believe the people will not rush to spend their money regardless of values. In the main, they have learned to be discriminating and will have to be sold. A still greater sales job will have to be done after reconversion has been completed. More and better advertising will be required to pave the way for high sales and production and the resulting jobs."

St. Louis Firm to Expand

Having recently added lithographic equipment, the Missouri Printing & Engraving Co., St. Louis, has now purchased property adjoining its plant, where it plans to erect a modern two-story addition when conditions permit. Plans call for the installation of a 28 x 42 offset press as well as other equipment. Present equipment includes a 17 x 22 and two offset duplicating machines. The letterpress activities are also to be expanded it was said. Milton Fischmann is head of the company.

March Is Red Cross Month

March, 1945, has been designated as Red Cross month and the cooperation of lithographers who produce calendars has been asked in a bulletin sent out by the Lithographers National Association. Lithographers are asked to use the Red Cross symbol with the 1945 slogan "Keep Your Red Cross at His Side—Give."

Plans Complete for GA Day

Philadelphia's Graphic Arts Day, scheduled for November 16 at the Bellevue-Stratford Hotel, will bring several well-known graphic arts speakers to that city as well as an exhibit of outstanding lithography, printing and gravure work produced there, according to plans now completed. Speakers include Harry L. Gage, vice president, Mergenthaler Linotype Co.; James L. Cockrell, Mid-West Printing Co., Tulsa, Okla., UTA president; Raymond Blattenberger, Edward Stern & Co.; and Sydney Ferguson, president, Mead Corp. The event is sponsored by the Philadelphia Typothetae.

Cutright Joins R. Hoe & Co.



Harold G. Cutright was elected vice president in charge of the machinery division of R. Hoe & Co. during October, Harry M. Tillinghast, Hoe president, announced. Mr. Cutright was formerly with the Honeywell Regulator Co., and Standard Brands, Inc.

Trouble Shooter for Champion

The Champion Paper and Fibre Co. has announced that E. P. (Pat) Joy, who has been associated with the company at the Hamilton, Ohio, mill, is now assigned to the New York office at 230 Park Avenue. Mr. Joy, in addition to sales work will represent the company as trouble shooter in the eastern territory and will also work with customers who have special problems in relation to paper. Before joining the Champion organization Pat Joy was engaged in the printing, publishing and lithographing industries for some 25 years. Prior to his connection with Champion he was plant manager with the Regensteiner Corp., Chicago printers and lithographers.



Warns on Army Contracts

The Joint Committee on Government Relations sounded a warning during October that printing or lithographing plants in certain unnamed areas might be taken over by the armed forces if the situation of unwillingness or inability to accept military printing orders is not changed. "Actual taking over by the armed forces of a large printing plant has been narrowly averted in the last few weeks," the committee's statement said, and continued, "We have been advised by friendly Washington sources that unless the printing industry willingly and promptly accepts government printing orders from now on the Armed Forces are going to insist that the War Production Board put the printing industry under the same sort of production controls that were imposed last spring on the paper manufacturers."

Public Printer A. E. Giegengack, in a talk before the Printing Forum of the Printers Supply Salesmen's Guild in New York during September, touched on the same subject, when he stated that his office was finding it harder to place orders in New York, especially with lithographers, and implied that other measures might be taken if orders could not be placed in the normal way.

Utility Jobs Use Most Paper

Sixty-five per cent of the paper being used today by printers and lithographers goes into functional and utility printing while only about 16 per cent is used for all types of advertising including direct mail and house publications, according to figures just released by the Joint Committee on Government Relations of the Commercial Printing Industry. The figures are from a continuing study of the use of paper being made by the committee and are based on a survey of over 197,000 tons, or about 12 per cent of all paper used by commercial printers and lithographers.

Mid-States Firm Sold

The Mid-States Gummed Paper Co., Chicago, was purchased by Minnesota Mining & Mfg. Co. in October.

TO HELP A BUSINESS MAN MAKE A BUSINESS DECISION



Know the facts before you act

YOU AND YOUR superintendent could easily make sound business plans for tomorrow, if you only knew what tomorrow would bring. You wouldn't find it hard to figure the production-hours required, if you knew your customers' and prospects' postwar printing plans.

Then, as business men, you'd determine how much of that load your present equipment could handle... how many production-hours of each kind of work you could count on... what gaps would have to be filled... what new or additional presses you'd need, and what kind.

These are facts you can find out. A sound business man will want to find them out *before* he buys anything. And he'll find out *now*... in time to do something about it.

We'll be glad to show you what facts to get, how to get them, and what to do with them. The ATF PLAN to help printers plan now for tomorrow's printing is a simple, practical, thoroughgoing method of analyzing your market and your facilities. It's working right now for hundreds of printers, and it's yours for the asking. Get in touch with the man who represents ATF, or write to us direct.

ATF

AMERICAN TYPE FOUNDERS • 200 Elmora Avenue, Elizabeth B, New Jersey

James Gray, Inc. Holds 25th Anniversary Dinner

IN celebration of the 25th anniversary of James Gray, Inc., New York lithographers, a dinner was held October 27 in the Empire Room of the Hotel Lexington. Executives, department heads, members of the sales staff and a number of guests assembled to pay tribute to Jim Gray, the founder (inset), who is still active as chairman of the board.



Following a brief introduction by Edward N. Mayer, Jr., president of the company, Jim Davis, the eldest employee in terms of service, traced the growth of the organization that started in 1919 with a single multi-graph machine, until the present time when its facilities comprising all

phases of lettercraft, lithography, photo offset and printing, occupy three floors, some 45,000 square feet of space at 216 East 45th Street. In conclusion, Mr. Davis, in behalf of all the employees presented Mr. Gray with a silver and bronze plaque bearing a likeness of the founder with an appropriate inscription. Jack Gold, who rose from errand boy to vice-president in charge of production, presented Mr. Gray with a pocket watch, on behalf of himself and his three associates, Mr. Mayer, W. McF. Beresford, vice-president in charge of sales, and H. Leslie Ward, treasurer.

In contrast to the brevity of the speeches, a full evening of entertainment was provided under direction of Jenö Bartel and his orchestra. A colorful brochure commemorating the occasion is now in production.

AAA Features Lithographed Art Reproductions

LITHOGRAPHY has played a prominent part in the ten year history of the Associated American Artists, Inc., which is currently holding an anniversary exhibit of paintings, lithographs, and subjects in other art mediums at its galleries, 711 Fifth Avenue, New York. The current showing features work by a number of artists which the association represents, and contrasts their work of ten years ago with their most recent.

An important part of the work of the association is its "Gelatone" reproductions which were introduced in 1937. These full color reproductions are produced by Edward Stern & Co., Philadelphia, by that company's Optak process. This lithographic process utilizes a 200 line screen and the reproductions are made from a gelatine coated plate. They are done in four to seven colors on a coarse antique finish stock which absorbs ink giving a non-

glossy finish simulating the original oil paintings. Subjects are approximately 18 x 24" on 22 x 28" stock. The jobs are run on single color presses, a great deal of time is taken, and close inspection is necessary to insure perfect reproductions. Four additional subjects are now in production for the AAA.

On September 10 an exhibition of paintings documenting the work of the Naval Medical Department in the present war opened in the National Gallery in Washington, D. C. The AAA has a total of 18 American artists active on the war fronts as accredited war correspondents.

The American Artists will open a branch office and galleries in Chicago at 846 North Michigan Avenue, January 1.

Iowa Club Hears Weymouth

Surveys to determine the postwar prospects for printing are in agree-

ment that in general "there will be still more printing after the war," Fred A. Weymouth, chief chemist at IPI's Chicago plant, asserted in an address before the Advertisers Club of Davenport, Ia., on Nov. 1. "There are two reasons for this," said Mr. Weymouth. "One is that there will be more new material available on the market, which will require advertising, labeling and packaging and that many products which are not now available for sale because of the war, will require additional advertising and packaging."

"There are further straws in the wind," continued Mr. Weymouth, "which indicate that more color work will become common." Surveys conducted by trade journals, he added, also indicate a greater interest in offset and rotary printing, a reflection of the trend toward printing at high speeds and lower costs per thousand impressions.

Printing Has Fair Safety Record

Not a single death due to accidents incurred by printers while engaged in their occupation happened during 1943, according to statistics compiled by the National Safety Council. In the printing industry, for each 100,000 man-hours of labor put in during 1943, there were 14.02 disabling accidents. This frequency rate places the industry in 17th place in a comparison with 38 industrial groups. As the average national frequency rate for all industries was 14.52 for 1943, this rating of 14.02 for printing is none too good, the safety experts point out.

Accidents to printers were, however, not as serious as in 30 other industries as indicated by the "severity rate of 0.76, meaning the number of days lost per 1,000 man-hours of exposure, including charges for permanent disabilities and deaths, if any. This severity rate ranks printing eighth on the severity list.

Wanted:

First-class stripper, offset pressman for Harris presses. Steady work. Excellent conditions. Security Bank Note Co., 3113 Forbes St., Pittsburgh 19, Pa.

● There are many things you don't have much of these days, time and paper being a couple of outstanding examples. *But ideas and goodwill aren't rationed.* And there will come a day when the printer with the most of both will outstrip his competition. That day may not be far away.

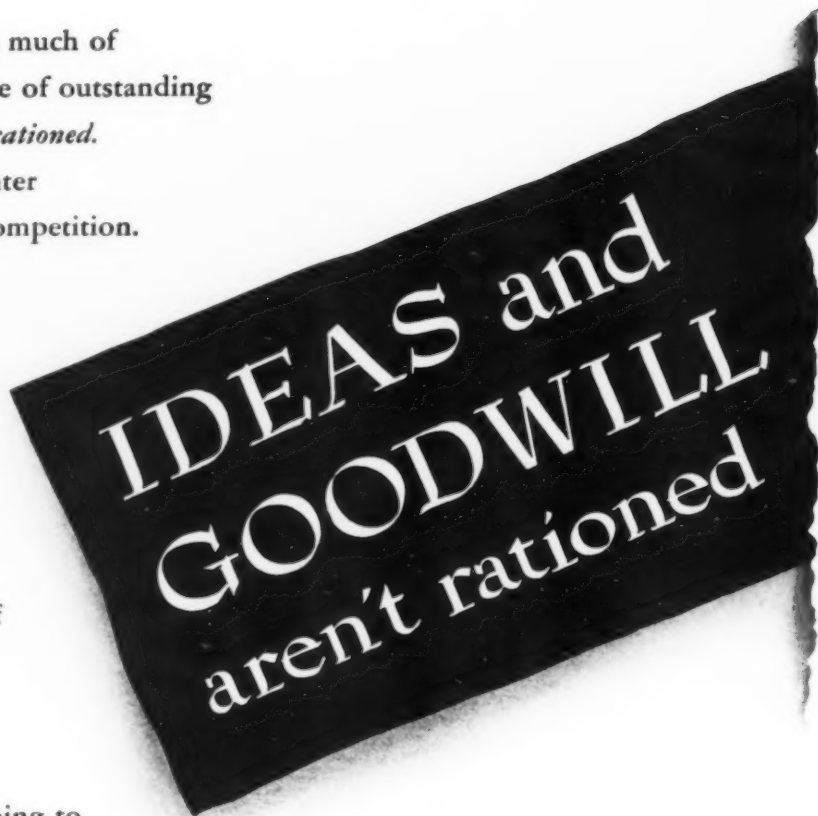
It has been said that, for all practical purposes, postwar is *now*. That's the attitude of alert businessmen, without discounting for one minute the tremendous tasks still facing the military in all war theaters. The point is that "postwar" is no longer a period of the indeterminate future. In some lines of endeavor, it is here now.

Businesses of all kinds and sizes — your customers and prospects — are going to want and need new letterheads. Too often, printers overlook this source for profitable orders. They fail to realize the importance of the business letterhead. *Yet, surveys conclusively prove that in the great majority of cases, the letterhead is the personal concern of the company president or other executive officer.*

Right now is the right time to redesign letterheads for your customers and prospects. The Letterhead Clinic,* which has been serving the printing industry for 10 years, can help you in many ways . . . *free of charge and without any obligation.* Find out how by clipping and sending that convenient coupon. WHITING-PLOVER PAPER COMPANY, STEVENS POINT, WIS.



100% Rag: *Permanized Parchment — Permanized Onion Skin*
75% Rag: *Permanized Cold Springs Bond — Permanized Cold Springs Ledger*
Permanized Cold Springs Onion Skin. 50% Rag: *Permanized Artesian Bond*
Permanized Artesian Bond Opaque — Permanized Artesian Ledger
25% Rag: *Permanized Plover Bond — Permanized Plover Bond Opaque*
Permanized Plover Letter — Permanized Plover Ledger — Permanized Plover Onion Skin



THE LETTERHEAD CLINIC
Whiting-Plover Paper Company
14 Whiting Road, Stevens Point, Wis.
Please send the *free* 24-page book which will tell me how I
can use the *free* services of The Letterhead
Clinic to advantage.

Name _____

Please attach to your BUSINESS letterhead. This offer
restricted to printers in the U. S. A.

*Reg. U. S. Pat. Office

Phila. Club Elects Stevens; Hears Wentzel

WILLIAM J. STEVENS, superintendent of Edward Stern & Co., was elected president of the Litho Club of Philadelphia, October 23, to succeed Walter A. Kaiser of the same firm who has served two terms. Mr. Stevens, who was formerly the club's vice president, was replaced in this office by Elmer

Robinson to Speak

The November 27th meeting of the Philadelphia Club will feature a talk by Benjamin M. Robinson, Counsel, Amalgamated Lithographers of America, who will speak on "The need for apprentice training and some problems of post-war labor relations."

Strange, Alpha Litho Co., Camden, N. J. Re-elected for another term were John Knellwolf, United Lutheran Publication Society, treasurer; and Joseph Winterburg, Phillips & Jacobs Co., secretary.

Directors elected at the October meeting were: Merle Schaff, Dando-Schaff Printing & Publishing Co.; Walter Harris, Ketterlinus Litho. & Mfg. Co.; Joseph Mazzaferri, Frank Ferrigno and Herman Britz, Graphic Arts Engraving Co.; Robert Headley, Majestic Press; Anthony Capello, Joseph Hoover & Sons; Walter Re Savage, Crown Can Co., and Herman Hanselman, Penn Litho. Co. John Dieterle, Sinclair & Valentine Co., was elected to associate membership on the board.

Mr. Schaff was appointed chairman of the entertainment committee, and he announced that the annual Ladies Night will be held December 1 at McCallisters.

An actual demonstration of the development of the new Ansco color film transparency was a feature of the October meeting, the demonstration being given by Frederick W. Wentzel of the Ansco company. Mr. Wentzel explained the construction of the film and the theory of its properties, and also showed slides to demonstrate various aspects of color. The demonstration of the film development took about an hour, all in ordinary room light, the 20 min-



William J. Stevens

ute darkroom development having already been done before the meeting. This film is now available in cut film and sheet sizes all over the country, Mr. Wentzel said.

Another feature of the meeting was the showing of the new film "Advancement in Printing Press Design," which shows the new offset press of the Miehle Printing Press & Mfg. Co. The film shows in close-up and slow motion, the new features of the press. Charles Titsworth of the Miehle company introduced the film.

Continental Buys Owens-Illinois

Directors of Continental Can Co., Inc. on October 10, approved the acquisition of the assets and business of Owens-Illinois Can Co., a subsidiary of Owens-Illinois Glass Co. Acquisition of the three Owens-Illinois Can Co. plants, in Baltimore, Md., McKees Rocks, Pa., and Clearing, Illinois (Chicago district) will bring to 66 the number of Continental Can plants. Forty-four of these are metal container manufacturing plants, 38 of which are in the United States. In addition, Continental has two plastic manufacturing plants, three crown cap plants, 11 paper container plants, and six machinery manufacturing and servicing plants.

Owens-Illinois Can Co. entered the metal container field in a limited way

in 1935, manufacturing general line cans, steel pails, and specialty items. Since December 1941 production in their plants has been devoted largely to war materials and food cans. Continental Can expects to complete their existing war contracts.

"This acquisition will bring to Continental manufacturing facilities for the production of general line containers in which Owens-Illinois Can Co. has specialized but which Continental has hitherto produced only on a very limited scale or not at all. It is the desire and intention of the Continental Can Co. to have the Owens-Illinois Can Co. organization remain intact," Mr. Conway, Continental president, stated.

Coast Craftsmen Study Litho

"The Future of Lithography" was discussed by the San Francisco Craftsmen at a recent meeting, and several lithographers took part in the program which emphasized the progress made by this process in recent years. Richard Schmidt, president of the Schmidt Lithograph Co., presided, and speakers included Louis Traung chairman, Stecher-Traung Lithograph Corp., and president of the Lithographers National Association, and Carl R. Schmidt, vice president and general manager of the Schmidt firm. Clark R. Long, of the Bureau of Engraving and Printing, Washington, was the guest of honor.

Plan Montreal Meeting of CLA

A quarterly meeting of the Canadian Lithographers Association is to be held in Montreal during November, on a date to be announced locally. T. A. Tod, secretary, has announced. This will be the first of the quarterly meetings to be held in the Quebec city, previous meetings having been held in Toronto.

American Can Jobs to Increase

An increase in employment after the war in the 67 plants of American Can Co. amounting to possibly 20 per cent, was predicted during October by D. W. Figgis, president. This followed a meeting of company executives at which plans for employing returning veterans were discussed.

Conn. to Hear Groet

John T. Groet, Boston representative of Eastman Kodak Co., is to be the speaker Friday, December 1, at the next meeting of the Connecticut Valley Litho Club at Hartford. The place is to be announced later on. Mr. Groet, is to discuss the contact screens, in what is described as "a short talk, not too technical, with a period for questions and answers."

New members recently announced by the club include: John S. Van Bael, Charles Hellmuth Printing Ink Corp.; Lester D. Rich, Rich Lithographing Co., Worcester, Mass.; Eugene Olson, Olson Engraving Co., Hartford; Frank V. Hudson, H. S. Prescott, Springfield, Mass.; Donald

C. Warner, New England Blue Print Co., Springfield, Mass.; William J. Ryan, H. D. Roosen Co.; and Paul Adams, John Stark Laboratories, South Hadley, Mass.

Hammermill Wins Fourth E

For the fourth time the Army-Navy Production Award has been won by the men and women of Hammermill Paper Company, Erie, Pa., and a third white star has been added to their "E" pennant. In accepting the award on behalf of the paper mill's employees, Norman W. Wilson, president, pledged that there will be no let up "in our efforts to give the greatest possible support to our Armed Forces."

GA Teachers to Meet

The National Graphic Arts Education Association plans to hold a one-day convention December 9, at the Murrell-Dobbins Vocational School, Philadelphia. Speakers are to include A. E. Giegengack, U. S. Public Printer, and William C. Huebner, of Huebner Laboratories, New York.

Pickering, F. & L. Dies

M. A. Pickering, 50, Boston manager of Fuchs & Lang Mfg. Co. Div. of General Printing Ink Corp., died unexpectedly October 20 as the result of a stroke. He had been located in Boston since 1939 and prior to that time was in the Rochester office. He had been with the company 14 years.

Brett Litho Celebrates 100th Anniversary With Dinner at Waldorf-Astoria

A dinner celebrating the company's 100th anniversary was held by the Brett Lithographing Co., October 11, at the Waldorf-Astoria,

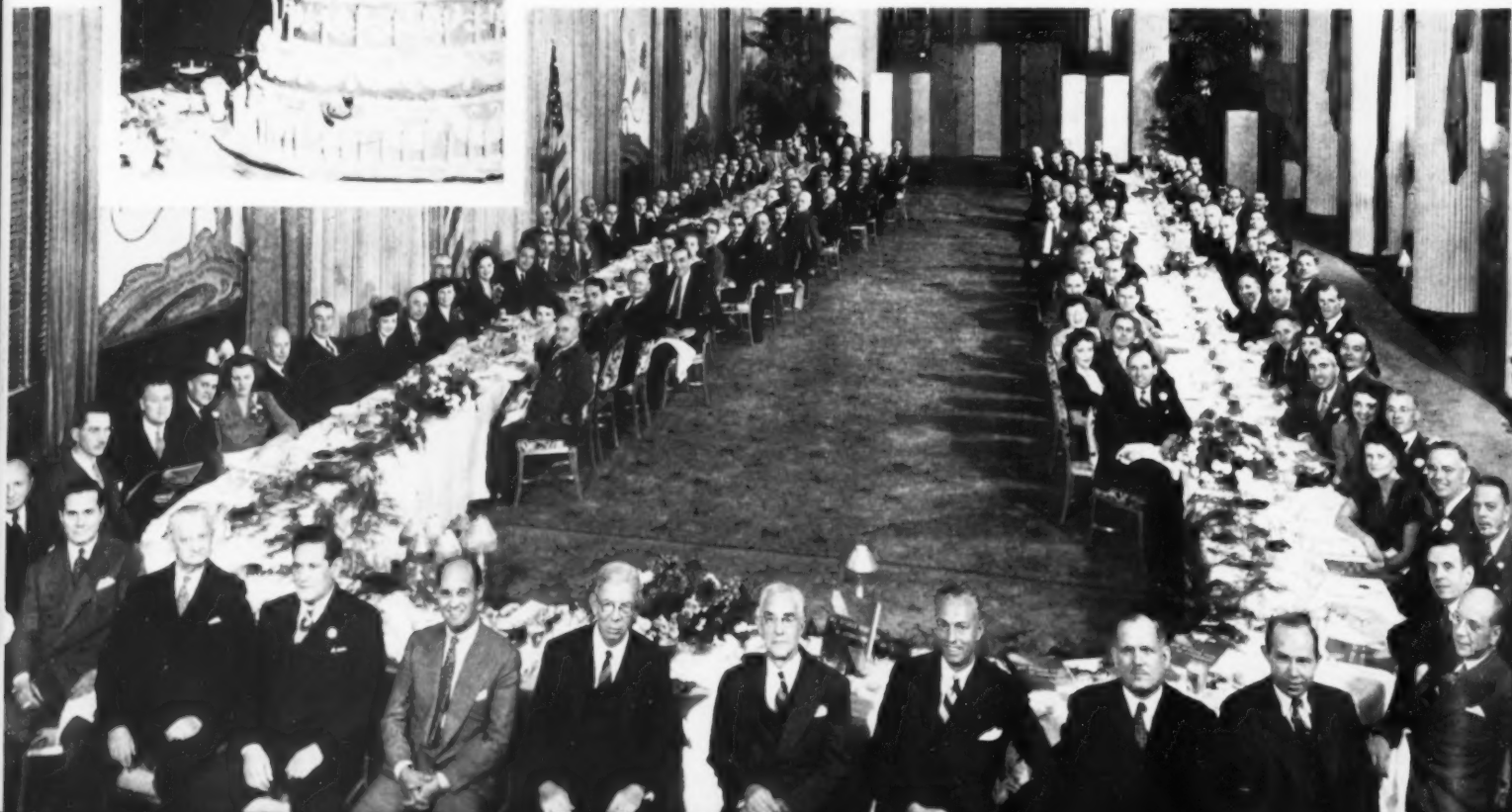
New York, for employees and a few guests. The dinner was preceded by a cocktail party and the entire Starlight Roof was engaged for the event. In the brief formal program, Ernest Radon, who was in charge of all arrangements for the affair, acted as toastmaster. Charles Frazier, Brett president, made a brief talk in which he stated that the impetus for the anniversary celebration came from the shop employees and he paid tribute to the spirit displayed in the organization. Others who made brief remarks included Maurice Saunders, LNA chairman, B. M. Robinson, ALA, and William Winship, Brett general manager.

Inset photo shows Mr. Frazier cutting the 100th birthday cake, a highlight of the evening. In the banquet photo below, Mr. Radon is at the extreme left. At his left is Robert P. Long, Modern Lithography, A. E. Gels-thorpe and Harry G. Wilson. At Mr. Radon's right, across the head of the table, are Wade

E. Griswold, Lithographic Technical Foundation; William J. Riehl, ALA; Saul Blackman; B. M. Robinson; Mr. Frazier; Mr. Saunders; George Kindred, president, Eastern Lithographers Assn.; Walter Soderstrom, Natl. Assn. of Photo-Lithographers; John Blackburn, ALA; Mr. Winship, Frank J. Casino, ALA; H. W. C. Browne, National Lithographer; and Robert S. Hall.

A four-color lithographed brochure was distributed at the dinner. It presented a sampling of the company's various types of work, and outlined the history of the firm. Under the heading of postwar plans, the brochure also revealed that Brett plans to install a second four-color press, a photo-typesetting machine, a new photo-composing machine, and a complete air conditioning system for the entire plant.

(A complete story of the Brett plant and history was published in MODERN LITHOGRAPHY, March, 1944, Page 35.)





Lithographed in 4 colors

WARREN'S Cumberland Offset

► PRE-CONDITIONED ◄

WOVE & SPECIAL FINISHES

Postal regulations prohibit sampling of paper in this publication, therefore Cumberland Offset is not used for this insert.
Sample Book of all finishes of Warren's Cumberland Offset may be secured from your Warren merchant.

Leading
PAPER MERCHANTS
who sell and endorse
Warren's Standard Printing Papers

ALBANY, N. Y.	Hudson Valley Paper Company
ATLANTA, GA.	Sloan Paper Company
BALTIMORE, MD.	The Barton, Duer & Koch Paper Co.
BATON ROUGE, LA.	Louisiana Paper Company, Ltd.
BOISE, IDAHO	Zellerbach Paper Company
BOSTON, MASS.	Storrs & Bement Company
BUFFALO, N. Y.	The Alling & Cory Company
CHARLOTTE, N. C.	Caskie Paper Company, Inc.
CHICAGO, ILL.	Chicago Paper Company
CINCINNATI, OHIO	The Diem & Wing Paper Co.
CLEVELAND, OHIO	The Petrequin Paper Company
COLUMBUS, OHIO	The Alling & Cory Company
DALLAS, TEXAS	The Diem & Wing Paper Co.
DENVER, COLO.	Olmsted-Kirk Company
DES MOINES, IOWA	Carpenter Paper Co.
DETROIT, MICH.	Western Newspaper Union
EUGENE, ORE.	Seaman-Patrick Paper Company
FORT WORTH, TEXAS	Zellerbach Paper Company
FRENO, CAL.	Olmsted-Kirk Company
GRAND RAPIDS, MICH.	Zellerbach Paper Company
GREAT FALLS, MONT.	Quimby-Kain Paper Company
HARTFORD, CONN.	The John Leslie Paper Company
HOUSTON, TEXAS	Henry Lindenmeyr & Sons
INDIANAPOLIS, IND.	L. S. Bosworth Company
JACKSONVILLE, FLA.	Crescent Paper Company
KANSAS CITY, MO.	Virginia Paper Company, Inc.
LANSING, MICH.	Midwestern Paper Company
LITTLE ROCK, ARK.	The Weissinger Paper Company
LONG BEACH, CAL.	Western Newspaper Union
LOS ANGELES, CAL.	Arkansas Paper Company
LOUISVILLE, KY.	Zellerbach Paper Company
LYNCHBURG, VA.	Zellerbach Paper Company
MILWAUKEE, WIS.	Miller Paper Company
MINNEAPOLIS, MINN.	Caskie Paper Company, Inc.
NEWARK, N. J.	Nackie Paper Company
NEW HAVEN, CONN.	The John Leslie Paper Company
NEW ORLEANS, LA.	Henry Lindenmeyr & Sons
NEW YORK CITY	Lathrop Paper Company, Inc.
OAKLAND, CAL.	Storrs & Bement Company
OKLAHOMA CITY, OKLA.	Alco Paper Company, Inc.
OMAHA, NEB.	Henry Lindenmeyr & Sons
PHILADELPHIA, PA.	Lathrop Paper Company, Inc.
PHOENIX, ARIZ.	The Alling & Cory Company
PITTSBURGH, PA.	J. E. Linde Paper Company
PORTLAND, ME.	The Canfield Paper Company
PORTLAND, ORE.	Marquardt & Company, Inc.
RENO, NEV.	Schlusser Paper Corporation
RICHMOND, VA.	Zellerbach Paper Company
ROCHESTER, N. Y.	Western Newspaper Union
SACRAMENTO, CAL.	Field-Hamilton-Smith Paper Company
ST. LOUIS, MO.	D. L. Ward Company
ST. PAUL, MINN.	The J. L. N. Smythe Company
SALT LAKE CITY, UTAH	Schuylkill Paper Company
SAN DIEGO, CAL.	Zellerbach Paper Company
SAN FRANCISCO, CAL.	Zellerbach Paper Company
SAN JOSE, CAL.	Zellerbach Paper Company
SEATTLE, WASH.	Zellerbach Paper Company
SHREVEPORT, LA.	Louisiana Paper Company, Ltd.
SPOKANE, WASH.	Zellerbach Paper Company
SPRINGFIELD, MASS.	The Paper House of New England
STOCKTON, CAL.	Zellerbach Paper Company
TOPEKA, KAN.	Midwestern Paper Company
TROY, N. Y.	Troy Paper Corporation
TULSA, OKLA.	Tulsa Paper Company
WACO, TEXAS	Olmsted-Kirk Company
WALLA WALLA, WASH.	Zellerbach Paper Company
WASHINGTON, D. C.	Stanford Paper Company
YAKIMA, WASH.	Zellerbach Paper Company

EXPORT AND FOREIGN
NEW YORK CITY (Export) National Paper & Type Co.
Agencies or Branches in 40 cities in Latin America and West Indies.
AUSTRALIA B. J. Ball, Ltd.
NEW ZEALAND B. J. Ball (N. Z.), Ltd.
HAWAIIAN ISLANDS Honolulu Paper Co., Ltd.,
Agents for Zellerbach Paper Company



Grignon Photograph for United Air Lines

WARREN'S Cumberland Offset

► PRE-CONDITIONED ◀

WOVE • SAXONY • HOMESPUN • LINEN • HANDMADE

WARREN'S Cumberland Offset is *pre-conditioned* by the exclusive process that has been used successfully on Warren's Label papers. Under average pressroom conditions, both winter and summer, Cumberland Offset may be run directly from the case or skid without further conditioning by hanging.

Comprehensive pressroom tests indicate that Cumberland Offset exhibits a minimum of stretch or shrinkage under changing atmospheric conditions. Tendencies toward curling and "cockling" are held to a minimum—even under extreme conditions of relative humidity.

Because of its flat-lying properties Cumberland Offset is a "production" sheet which may be run at maximum press speeds.

Write for free booklet—"How Will It Print by Offset"

S. D. WARREN COMPANY • BOSTON 1, MASS.

Better Paper  *Better Printing*
Printing Papers

Steinwedel Heads Baltimore Club; Mast Speaks

EDWIN A. STEINWEDEL, Crown Cork & Seal Co., was elected president of the Litho Club of Baltimore, October 16, to succeed J. Albert Caldwell, Young & Selden Co., who has served two terms. Other

Welp to Speak at Baltimore

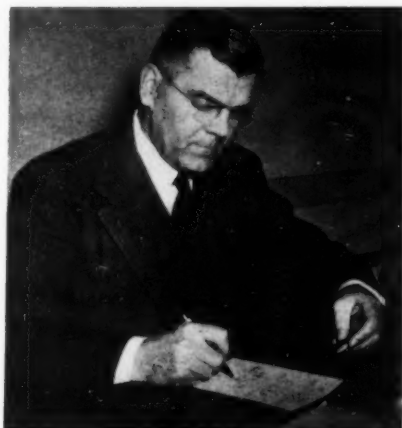
George Welp, advertising manager of International Printing Ink, and a color specialist, is to speak at the meeting of the Litho Club of Baltimore, Monday, November 20, at 6:30 p.m. at the Emerson Hotel. He will discuss systems of measuring color and other aspects of the subject as it concerns lithography.

officers elected at the October meeting were Otto Molz, American Bank Stationery Co., vice-president to succeed Mr. Steinwedel; Spencer W. Parker, Photo Litho Plate Graining Co., secretary to succeed Ken O. Bitter, Gamse Litho Co.; and Andrew F. Panuska, Crown Cork & Seal Co., treasurer, to succeed Albert H. Momberger, Maryland Lithographing Co.

Members elected to the board of governors included William Garten, Owens Illinois Can Co.; Herman J. Engel, Crown; Lloyd Bowden, Owens Illinois; Fred W. Green, Crown; Warner D. Heim, Jr., Owens Illinois; Mr. Bitter; John Lavin, Continental Can Co.; S. Willard Lambdin, Arthur Thompson & Co.; Norman A. Heath, Photo Litho Plate Graining Co.; and Fred C. Wikoff, Sinclair & Valentine Co. Mr. Caldwell becomes a member of the board as past president.

Louis A. Tamb, Fuchs & Lang Mfg. Co., will continue as publicity chairman in charge of program arrangements, the new president said.

Lt. Col. Frederick Mast, C.E., executive officer of the Army Map Service, Washington, was the speaker at the October meeting, which was held at the Hotel Emerson. To give an idea of the volume of work being done on maps, he stated that copy has been prepared at the rate of one map per hour on the average for the last year, and that production of



Mr. Steinwedel, new president of the Litho Club, is superintendent of the Lithographic operations at Crown's big Baltimore plant.

these maps in quantities has been handled approximately one-third at the Washington plant, and two-thirds by the commercial lithographic industry. More than 66,000,000 maps have been shipped already this year, Lt. Col. Mast said. He illustrated the importance of perfect register on military maps by telling how artillery fire must be directed to a point on a map often not more than 300 yards from our own troops. An error of a small fraction of an inch in register on a map can cause the artillery fire to hit our own troops rather than the enemy, he illustrated.

Two new members were added to

the club. They are George R. Keller, of the firm bearing his name in Washington, and Jerome Cohen, of the Gamse company.

Announcement was made of the Christmas party to be held at the Emerson, Saturday, December 16. J. T. Murnane, Pittsburgh Plate Glass Co., is chairman.

Invasion Flags by Litho Firm

The six inch shoulder flags on the uniforms of United States Army invasion forces were produced by the Kaumagraph Co., Wilmington, Del., lithographers, according to an advertisement recently inserted in textile magazines by the company. The advertisement reproduces a clipping describing how an American soldier climbed a flag pole during the battle of Cherbourg and ripped down a Nazi flag and replaced it with the small flag from his uniform. Copy then states: "The invasion brassard mentioned in this clipping is one of the many war products which has sidetracked Kaumagraph's civilian production."

American Decal Forms Division

A new home decoration division has been formed by American Decalcomania Co., Chicago, and plans have been made for an extensive consumer and trade publication advertising campaign. Ken Winters, formerly with the Meyercord Co., Chicago, is head of the new division.

St. Louis Litho Club to Hold Open House Dec. 7

THE newly elected officers of the St. Louis Litho Club will be introduced at the club's second annual Open House Meeting, to be held Thursday, December 7, at the DeSoto Hotel. Norman A. Mack, technical director of Roberts & Porter, Inc., is to be the speaker of the evening. The new president of the club is Oliver Schuerman, Con P. Curran Co. Other officers are: vice president, Roy Williamson, Local No. 5; secretary, Val Verhunce, American Can Co.; and treasurer, Emanuel Redler, Con P. Curran Co.

Retiring president of the club is

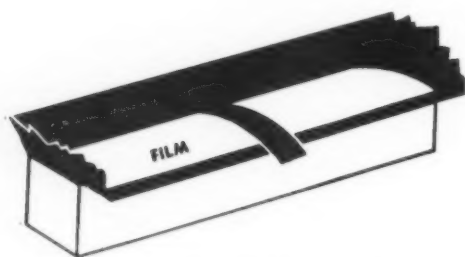
Al Renda, Ross-Gould Co., who was the club's first head. Other retiring officers are T. E. Heinicke, Heinicke-Feigel Co., vice-president; Al Hartbauer, Letterhead & Check Corp., secretary, and Mel Hart, Hart Printing Co., treasurer.

The St. Louis club was organized in August, 1943, and is composed of superintendents, foremen and key men in all departments of lithographic work. Dinner meetings are held the first Thursday of February, April, June and October, and last December the first Open House Meeting was held.

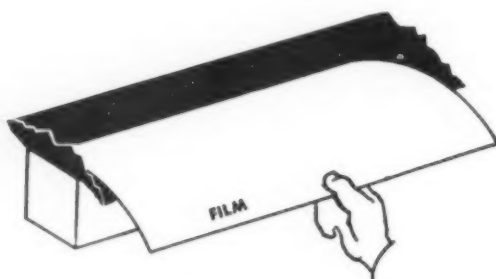
Handy Dispenser Box helps make ANSCO REPROLITH FILMS...



Lightproof black paper pouch opens easily.



A gentle pull on the tab brings the film to your fingertips.



The film unrolls readily to desired length.

IT eliminates waste, because you can measure off as much or as little as you want, quickly and easily.

There is no paper to get in your way or to be discarded.

Wrinkling or other damage to film is avoided, because you do not have to remove the roll.

The box provides maximum protection against dirt, light, or accidents.

And when you're through, just fold and close the pouch. The film is then safely and conveniently stored until you want it again! For your next job, try Ansco's *complete* line of films for reproduction work . . . Reprolith, Reprolith Thin Base, Reprolith Ortho, Reprolith Ortho Thin Base and Reprolith Panchromatic. **Ansco, Binghamton, New York.** A Division of General Aniline & Film Corporation.



Ansco

(FORMERLY AGFA ANSCO)

**KEEP YOUR EYE ON ANSCO—
FIRST WITH THE FINEST**

About 900 persons attended New York's Direct Mail Day, October 20, at Hotel Roosevelt, sponsored by the Direct Mail Advertising Association, at which a feature was the announcement of winners of the 50 Direct Mail Leaders Contest. Fifty-five awards were made, rather than 50, and a number of honorable mentions were also given. Producers of the winning campaigns were not given in most cases, although four winners were attributed to Edward Stern & Co., Philadelphia combination plant.

The winning campaigns of the contest will be on exhibit in various cities in graphic arts and advertising events throughout the year.

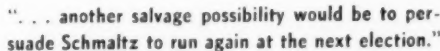
Sales of the Lithomat Corp., Boston manufacturers of paper lithographic plates, for the fiscal year ending June 30, 1944, were \$1,602,057 the company reports. After payment of federal taxes of \$502,500, net profit was \$205,677. At the end of the previous fiscal year the firm's report showed a net loss of \$28,989. Most of the company's sales were made indirectly to government agencies, the report indicated.

One-color, or "Victory" labels on canned goods are not to be accepted any longer by the purchasing agents of the U. S. Army Quartermaster at Jersey City, Oakland, and Chicago, according to instructions issued by the office of the Quartermaster General. In all cases where paper labels are specified they are to be the regular commercial or trade labels. It was said that surplus canned goods

Lloyd F. Johnson, formerly manager of rolling mills for Illinois Zinc Co., Chicago, has been elected a vice president of the company, according to announcement by James A. Hill, president. At the same time Lawrence R. Berkey, former secretary and assistant treasurer, was given the posts of secretary and treasurer.

Three men of the Fuchs & Lang Mfg. Co. Div. of General Printing Ink Corp., New York, were honored on the occasion of their 25th anniversaries with the company at a dinner, October 13, at Hotel Pennsylvania in New York. The men honored, who each received suitably inscribed wrist watches, were Murray Whitman, metropolitan district manager; Edward J. Bryson, of the Philadelphia office, and E. Parker Cole, of the company's credit department.

A bill which provides for a 15-year tenure of office for the Public Printer of the United States was recently introduced in Congress by Rep. Lyle H. Boren, and in October was before the House Committee on Printing. The Joint Committee on Government Relations of the Commercial Printing Industry, is supporting the bill.



OUR HANDS ARE TIED



But-

"Sorry, we have nothing to offer you" are all too familiar words . . . not because we want them to be, but because the raw material shortage is very real.

Temporarily our hands are tied, but the end of restrictions after the war will bring you **BETTER THAN EVER NEENAH PAPERS . . . NEW VALUES** developed in our laboratories for greater service, durability and attractiveness. When we can make them, you will agree that they have been well worth waiting for.

Meanwhile, we are making all the paper we possibly can for your commercial needs, in addition to urgent war orders.

Help us stretch the yardage of paper by specifying higher rag content and lighter weights.



NEENAH

FINE RAG PAPERS FOR EVERY BUSINESS NEED



NEENAH PAPER COMPANY • NEENAH, WIS.

LTF Fund Reaches \$305,000

Toward the goal of \$550,000, a total of \$305,000 has been pledged to the Lithographic Technical Foundation as of October 21, of which \$225,000 already has been paid. Fund raising activities are continuing, and two meetings were held in Washington and Philadelphia during October. A dinner meeting was held October 13 at the National Press Club at which George Loder, president of National Process Co., New York, was the speaker. On October 27 a luncheon meeting was held at the Downtown Club, Philadelphia, at which Mr. Loder presided and Wade E. Griswold, executive director of the Foundation spoke. Merle Schaff, Dando-Schaff Printing & Publishing Co., that city, was appointed chairman of the Philadelphia committee.

The fund raising activities are now organized under the national chairmanship of Gen. William Ottman, U. S. Printing & Lithographing Co. Mr. Loder is Eastern chairman; E. H. Wadewitz, Foundation president, is Mid-West chairman; and Louis Traung, chairman of Stecher-Traung Lithograph Corp., is West Coast chairman. The East has been further organized by the appointment of the following men as sectional chairmen. Mr. Loder said: Mr. Schaff, Philadelphia; Horace Reed, Niagara Lithographing Co., Buffalo; Morris W. Davidson, Courier-Journal Job Printing Co., Louisville, Ky.; John H.

Harland, John H. Harland Co., Atlanta; Trobridge Marston, Kaumagraph Co., Wilmington; William Forbes, assisted by Ralph W. Thomas, Forbes Lithograph Mfg. Co., Boston; and Milton P. Thwaite, Dennison & Sons, New York.

The Foundation now has over 500 members and the membership is expected to reach 1,000 by January 1.

Form Chi. Bowling Competition

Lithographic craftsmen from thirteen Chicago lithographing plants are enrolled in a 30-game bowling tournament sponsored by Chicago Local No. 4, ALA under sanction of the American Bowling Congress. I. S. Berlin Printing & Lithographing Co. has entered three teams; Edwards & Deutsch Lithographing Co., has two in the field and the following are represented by one team each: American Bank Note Co.; Collins, Miller & Hutchings; Gartner & Bender; Newman-Rudolph Lithographing Co.; R. R. Donnelley & Sons Co.; Regensteiner Corp.; Sherwood Litho Co.; Keough Printing Co.; Advertisers Litho Service; Custom Printing Co., and Chicago Litho Plate Graining Co.

Name McCoy Promotion Mgr.

W. Bayard McCoy was recently named sales promotion manager of Stecher-Traung Lithograph Corp., Rochester Div. He has been with the company since 1934.

To Dispel Offset Mysteries

Ken Burchard, manager of the offset division of American Type Founders, Elizabeth, N. J., was scheduled as guest speaker at the November meeting of the Chicago Club of Printing House Craftsmen. Advance announcements said his subject would be "The Seven Mysteries of Offset Dispelled Before Your Eyes . . . No Tricks . . . No Mirrors . . . No Hidden Assistance."

Book making was the subject of the Chicago Club's October meeting with three speakers representing editorial, publishing and manufacturing phases of the business. Among the twelve new members inducted at the meeting were the following representatives of offset plants: Charles E. Cliff, supervisor of planning department, and Joseph P. Moore, pressroom foreman, Uniform Printing & Supply Co.; Guy F. Fats, foreman, Van Clief Litho Co.; Paul Rothfelder, offset pressroom foreman, and Michael Novak, die department foreman, American Coating Mills, Inc.

Colortype Sales Up

Sales of the American Colortype Co. and subsidiaries, for the first three quarters of 1944 were \$10,787,471, an increase of more than 16 per cent over the corresponding period last year. Last year's three quarter figure was \$8,744,348.



The above were recently named as officials of the National Association of Photo-Lithographers. Left to right they are: Penn R. Wat-



son, William J. Keller, Inc., Buffalo, NAPL treasurer; Frank Parke, Democrat Printing and Lithographing Co., Little Rock, Ark., a new



director; and James Westlin, The Maqua Co., Schenectady, N. Y., a new director. (Complete story in October issue.)



In war, as in peace, it is dependable service that helps maintain production. And RUTHERFORD is proud of its service record!

While it is too early to talk of the many new developments that RUTHERFORD will be able to offer in the postwar period, it is not too early for you to let us know your future requirements. We don't have to tell you that the most modern equipment incorporating improvements produced under the stress of war will be essential for those who wish to successfully meet the competition ahead.

We'll be glad to make note of your needs and place your name in our book of customers who will be served as soon as possible after V-Day. Shall we add your name?



RUTHERFORD MACHINERY COMPANY
DIVISION • GENERAL PRINTING INK CORPORATION

100 SIXTH AVENUE • NEW YORK 13, N. Y.

Elect Hill to Head UTA; Litho Shops Represented



Harold W. Hill



Donald L. Boyd



W. G. Simpson



Arthur A. Wetzel

Harold W. Hill, president, H. W. Hill Printing Co., Cleveland printers and lithographers, was elected president of the United Typothetae of America at the UTA convention held in Cleveland, November 1 and 2. He succeeds James L. Cockrell, Midwest Printing Co., Tulsa, Okla. Vice-presidents include: Arthur A. Wetzel, Wetzel Brothers, Milwaukee, printers and lithographers; W. G. Simpson, C. T. Dearing Printing Co., Louisville, printers and lithographers; Harry F. Ambrose, E. T. Love Publishing Co., Nashville, printers and lithographers; Fred E. Little, Wilmington Printing Co., Wilmington; and Rollie W. Bradford, Bradford-Robinson Printing Co., Denver. Donald L. Boyd, Standard Printing & Publishing



Fred E. Little
Co., Huntington, W. Va., printers and lithographers, was elected treasurer; and L. Irving Lamphier continues as executive secretary.



R. W. Bradford

General Printing Co. Sold

General Printing Co., Springfield, Mass., lithographers, was sold to a group of interests including Joseph and Paul Venti of New York, for a price estimated by Springfield observers to exceed \$225,000, it was confirmed late in October. Confirmation of the transaction was made by Ben Swirsky, treasurer and general manager of General. The new owners are to operate the business as of December 1, and plans include expansion of the present plant at 157 Chesnut Street, and a new corporate name. The General name was not included in the sale, nor was the General Publishing Co., publisher of the comic book, "Bet It's a Boy."

Under the new ownership, personnel is to remain the same. Mr. Swirsky is to remain in an advisory capacity, but he will retain the trade composition department, it was said, as well as the publishing activities. Harold M. Stahl, who has been president of General since its founding 20 years ago, is to be in charge of sales, and Ralph Hengst and Walter Phillips will remain as salesmen. Both the Venti brothers plan to make their

homes in Springfield, and the New York office will continue. An effort is also being made to add a second working shift by December 1, at the plant.

The firm employs about 90 men and women, occupies 40,000 square feet of floor space, and has devoted most of its wartime production to charts, maps, manuals and handbooks.

Wolff Heads St. Louis Assn.

John M. (Jack) Wolff, president of the Wolff Printing Co., printers and lithographers, was elected president of the Associated Printers and Lithographers of St. Louis recently. Other officers named, include: Clyde K. Murphy, Blackwell-Wielandy Co., first vice president; A. H. Crow, McMullen Printing Co., secretary; and George B. Gannett, Geo. D. Barnard Stationery Co., treasurer. Directors elected include Warren R. Sprague, Conrad Kutterer, Ad P. Nies, George D. Hart, and C. C. Grossman. Besides the officers, other directors are: Earl R. Britt, Leonard B. Brown, Con P. Curran, Jr., Dan J. Korwin, J. S. Skinner and George M. Wagner.

Canadians Fear U. S. "Dumping"

C. H. Dickerson of Toronto was elected president and Alfred Sinel of Montreal second vice-president at the concluding session of a recent convention of the National Council of Employing Printers and Lithographers. Charles Chapman of Vancouver was named first vice-president. Delegates adopted a resolution asking federal government protection against the "dumping of used printing machinery from the United States on the Canadian market." The convention suggested the establishment by the government in large Canadian cities of graphic arts schools equipped with government-owned machinery. Next year's convention will be in Quebec.

Stern Has Unique Paper Drive

A drive for the salvage of paper is being conducted among employees of Edward Stern & Co., Philadelphia, and all proceeds from the paper will be placed in a fund to provide gifts for the firm's 66 men and women in the armed forces. A large bin has been placed at the entrance of the Stern building and employees have been asked to contribute newspapers, magazines, letters, and any other paper which might otherwise be thrown away. Signs posted throughout the plant call attention to the drive.

Exhibit Shows Color Work

An exhibition of color photography and color reproduction is being held November 9 to 28 at the American Museum of Natural History, New York, sponsored by the American Institute of Graphic Arts. The exhibition was organized by the American Museum of Photography, Philadelphia, and, among other features includes a demonstration of photo-mechanical reproduction of color by lithography, photo-engraving, and photogravure.

Name Bailey Vice President

Directors of West Virginia Pulp & Paper Co., recently elected William J. Bailey a vice president. He has been with the company 10 years as general traffic manager.

New Book on Small Presses

Just Published

"The Single Color Offset Press"

by I. H. SAYRE

A 284 page book in three sections. Section I deals with the operation of the 17 x 22" and 21 x 28" single color Harris offset press; Section II contains a general discussion of the materials used in offset printing; and Section III is devoted to the 14 x 20", 17 x 22" and 22 x 29" single color Webendorfer offset press.

For each of the presses, specifications are given, terms and references defined, and a complete step-by-step description of the adjustments and operations are given. Oiling, loading the paper, setting the separator mechanism, positioning the conveyors and guides, the delivery, the routine of feeding, the operation of the printing unit, putting on the blanket, blanket packing, clamping blanket to cylinder, putting on plate, packing the plate, clamping plate to cylinder, setting ink rollers, the ink fountain trip, the ink fountain, setting the dampening rollers, adjusting the impression cylinder, inking the

plate, adjusting the water, printing on the blanket, printing lay sheets, positioning the print on the sheet, moving the plate cylinder to position the print, moving the plate, marking the plate for register, examining the print, adjustments, repairs and cleaning, timing adjustments, etc., etc—all these sub-titles and many others, indicate the detail covered by the book.

The section on offset materials includes discussions of tools, the micrometer, care of blankets, blanket troubles, types of ink rollers, register problems, plate graining, methods of platemaking, care of plates on press, gumming the plate, removing unwanted work, desensitizing etches, rubbing down, washing out, fountain solutions, ink formulation, conditioning ink, offset papers, and printing troubles and suggested corrections.

The book is thoroughly illustrated with detail close-up photographs and line drawings of the various mechanisms.

This book should be in every lithographer's library

MODERN LITHOGRAPHY

254 West 31st St., New York 1, N. Y.

Please send me copies of the book "The Single Color Offset Press." Enclosed is \$...... to cover.

Name

Firm

Street

City..... State.....

PRICE \$6⁰⁰

**Order from
Modern Lithography
with this handy
coupon**

Lists 5,100 House Publications

Five thousand one hundred company publications are listed in the new Directory of House Organs just published by *Printers' Ink* and this comprises the largest number on any list compiled to date by that publication. This is another indication of the growing use of the company publication and the resulting market for printing and lithography.

The directory is classified in three lists: by titles alphabetically; by sponsors alphabetically; and geographically arranged by sponsors. The list also contains street addresses. The 5,100 house organs are published by 4,016 different concerns. In addition there is a fourth list of some 300 house organs temporarily suspended; the names of which, however, have not been abandoned by the sponsors. The directory contains 140 pages 8 x 11 inches, and is available at \$2.50 a copy, from *Printers' Ink*, 205 East 42nd Street, New York 17, N. Y.

GPI Issues Color Bibliography

A "Bibliography of Color," which lists about 75 different books on color, has just been issued by General Printing Ink Corp., New York. Books

New Lanston Vice President



Joseph F. Costello (above) has been appointed executive vice president of the Lanston Monotype Machine Co., Philadelphia. Mr. Costello has been serving the company as chief engineer and has been associated with Lanston since 1931.

are listed under the classifications of historical, color harmony, the Munsell System, the Ostwald System, color charts, color in painting, color in printing, advertising and merchandising, the science of color, the human eye, psychology, functional color, and rare books. Title, author, publisher, date of publication, and a brief summary of each book is given. Copies of the booklet are available from the company at 100 Sixth Ave., New York 13, N. Y.

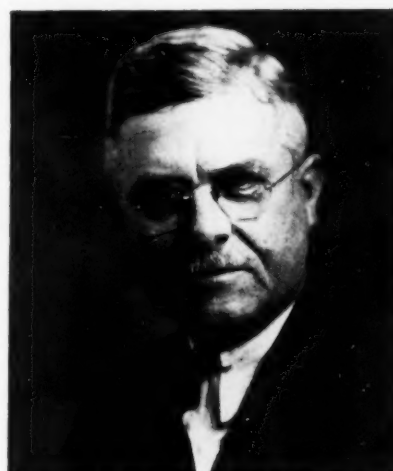
Describes Use of 'Electric Eye'

Use of the "electric eye" for color register control on printing presses has made it possible to hold register within one three-thousandths of an inch, the Printers Supplymen's Guild of Chicago was told at its October meeting. Guest speaker for the evening was Winslow Jones, Chicago district printing specialist with the General Electric Co., who spoke on "Electronics for the Printing Industry."

So effective has the use of photoelectric cells for color register control become, said Mr. Jones, that not only is the printing waste reduced from approximately one-half to one-third of the normal waste made with hand control methods, but the quality of the product is greatly improved, he said, by virtue of the system's ability consistently to hold register well within the permissible limits, even under widely varying conditions of press speed. "This is extremely important," declared the speaker, "since the purpose of color printing is for greater advertising appeal and poor register has less appeal than straight black and white."

With slides and diagrams he explained the action of an "electric eye" unit for control of color register and also explained applications of electronics for controlling speed or acceleration of motors; for the precision positioning of a web or sheet of paper on a press; for color matching; for cutoff control; detection of web breaks; control of safety devices on a press; counting sheets on a conveyor; and other purposes.

Honor Knudsen at Chicago



C. O. Knudsen, (above), Chicago manager of the Hammer Dry Plate and Film Co., completed 25 years of continuous service with his company, October 12, and was honored at a luncheon held at the Bismarck Hotel. Among those present were E. D. Cromwell of Ansco, W. W. Matthews and Mr. Connely of Du Pont, and E. C. Pott and E. F. Salchow of the Norman-Willets Graphic Supply Co.

Mr. Salchow presented Mr. Knudsen with a billfold on behalf of the Norman-Willets Co.

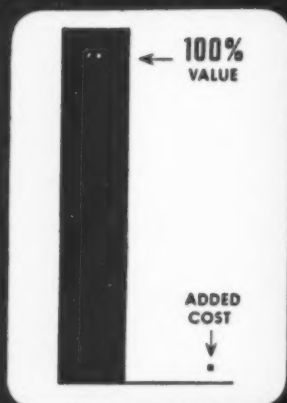
PNA Re-elects Officers

Officers and members of the executive committee of the Printers National Association were re-elected at the organization's annual meeting September 29 and 30 at the Edgewater Beach Hotel, Chicago. Officers are: president, Harry V. Duffy, Chilton Co., Philadelphia; vice presidents, William G. Simpson, C. T. Dearing Printing Co., Louisville, Carl E. Dunnagan, The Inland Press, Chicago, B. M. Carlisle, Carlisle & Co., San Francisco; executive vice president, Don H. Taylor, New York, who is on military leave; and secretary-treasurer, Frank A. Young, Mail & Express Printing Co., New York.

Chicago Design Show Opens

Products of Chicago offset plants, notable for their superior excellence of design, were numerous represented in the 18th annual exhibition of "Design in Chicago Printing," which opened at the Newberry Library in that city Nov. 16, under the sponsorship of the Chicago Society of Typographic Arts. R. Hunter Middleton of Ludlow Typograph Co., was chairman of the committee which organized the exhibit.

SO MUCH FOR SO LITTLE



PAPERS made from 100% new white cotton cuttings save critical war materials. Yet the most durable L. L. Brown ledgers*, instead of ordinary papers, add less than 1% to accounting costs, yet guarantee 100% protection—utmost resistance to wear. Ask your printer for samples of the following:

L.L. BROWN LEDGER PAPERS

* L. L. BROWN'S LINEN LEDGER
100% New White Linen & Cotton Fibres

* ADVANCE LINEN LEDGER
100% New White Cotton Fibres

FORWARD LINEN LEDGER
100% New Cotton Fibres

L. L. BROWN'S FINE
85% New Cotton Fibres

GREYLOCK LINEN LEDGER
75% New Cotton Fibres

ESCORT LEDGER & MACHINE POSTING
50% New Cotton Fibres

* Permanent Papers

L. L. BROWN PAPER CO.
ADAMS, MASS.



Meadth, Lanston President, Dies

John J. Meadth, 52, president of Lanston Monotype Machine Co., Philadelphia, died unexpectedly from a heart attack, October 21, at St. Vincent's Hospital, St. Louis, Mo. Mr. Meadth joined the staff of the Chicago branch of the Monotype Company in 1916 as a salesman. He was made president of the Monotype Company of Canada in 1927; came to Philadelphia as vice-president of the parent company in 1934, and was elected president in June of this year. He was a veteran of World War I, and an honorary member of the International Typographical Union. Funeral services were held in St. Louis on Wednesday, October 25th.

Mr. Meadth came up to the presidency of Monotype through the channels of practical experience. He served his apprenticeship as a compositor in St. Louis, and learned later to operate the Monotype keyboard and caster, before joining the Monotype organization.

Bausch, Optical Leader, Dies

William Bausch, 84, chairman of the board of Bausch & Lomb Co., and last surviving son of the company's founder, died October 19. He had been active in the optical manufacturing firm's research activities until the time of his death, and was named chairman in August, 1944, following the death of his brother Edward, who held that post. He was credited with helping to establish the production of optical glass in this country prior to World War I.

Nathan Fox, Hartford, Dies

Nathan Fox, 57, secretary-treasurer of Fox Press, Inc., Hartford, Conn., combination plant, died unexpectedly October 4 from a heart ailment. Mr. Fox was one of the founders of the company 28 years ago. His death leaves Simon Rosenthal, president, in sole charge of the firm, as Saul Weber, vice president, is serving in the Army.

Blackmore Dies

Charles T. Blackmore, 58, manager of the foreign department of the American Bank Note Co., New York,

died October 8. Mr. Blackmore was born in Mexico and was educated in England.

ALA Offers Spanish

Chicago Local No. 4, ALA, is offering its members a course in Spanish as a feature of the fall program developed by the union's educational committee, of which Edward Swiontek, of Advance Lithographing Co., is chairman. Latin American printers, Mr. Swiontek stated, are investigating lithography and making plans to install equipment when available, and he anticipates that many calls will be made for skilled lithographers from the United States to go to work in Mexico, Central America and many sections of South America. Members of the union, he added, who attend the Spanish classes will be better equipped by knowing the language as well as being skilled mechanics.

Chicago Bowling League Opens

Chicago Litho Plate Graining Co. has entered a team for the first time in the Chicago Craftsmen's Bowling League, whose new season opened Sept. 21. Offset is also represented in the lineup by teams from Workman Mfg. Co., Central Envelope & Lithographing Co., and the offset shop of Butler Bros., Chicago mercantile concern. Among suppliers represented are American Roller Co., E. G. Ryan & Co., and five ink companies, Sinclair & Valentine Co., Sigmond Ullman Co., H. D. Roosen Co., McCutcheon Bros. & Quality and Martin Driscoll & Co.

Announce Card Size Standard

Identification cards to fit conveniently into all sizes and brands of billfolds should be 2 1/4 x 3 1/2" in maximum size, according to an announcement by the Luggage and Leather Goods Manufacturers of America based on a survey made among makers of personal leather goods. The survey also covered the cards issued by hotels, automobile clubs, fraternal groups, insurance companies, motor vehicle bureaus, oil firms, and card manufacturers.

MODERN LITHOGRAPHY

Chicagoans See Miehle Film

The Chicago Lithographers Club at its October 26 meeting held a showing of the Miehle Printing Press & Mfg. Co.'s sound motion picture demonstrating their new offset press which has been developed for post-war use. Close attention was given explanations of the basic improvements in feeding, registering and delivery of the sheets which permits higher press speeds. Clearly shown in the visual demonstration also were the features incorporated in design and construction of the press which, the manufacturer says, will insure printing quality and easy, continuous and trouble free operation. R. Ford Bentley of the Miehle Company told the club that the new press will be offered to the trade as soon as resumption of printing machinery manufacture is permitted.

Issue Index of GA Literature

The "Index to Graphic Arts Periodical Literature" for the year 1943 has just been issued by the International Association of Printing House Craftsmen, and it contains reference listings of information on all phases of graphic arts operations which appeared during that year. The index was edited by E. G. Hubbell, vice chairman of the Craftsmen educational commission. More than 70 references to articles in MODERN LITHOGRAPHY are contained in the index. Craftsmen members receive the Index without charge, and others may obtain copies at \$1.00 each from Mr. Hubbell, Meredith Publishing Co., Des Moines, Iowa.

Announces Flax Papers

A new line of lightweight papers, such as writing, air mail, and Bible papers, made wholly from flax fibre, was announced during October by the Ecusta Paper Corp., Pisgah Forest, N. C. The paper is distinct from linen rag paper, the company announcement states, and is a new development in American paper manufacture. The company also asserts that the paper is characterized by whiteness, and that an ample supply is available immediately.

NOVEMBER, 1944



HERE'S HOW WE TALK ABOUT YOU TO YOUR CUSTOMERS

The advertisement below is one of Rising's business-building campaign appearing in:

BUSINESS WEEK SALES MANAGEMENT U. S. NEWS
TIME PURCHASING PRINTERS' INK
THE REPORTER ADVERTISING & SELLING



"The All-American, 1936"

When you want to know GO TO AN EXPERT

WHEN YOU WANT to be sure you're getting the best in papers, why not ask your printer?

Get him to give you his own, unbiased opinion of Rising Papers. We'll rest our case on his decision. The reason we can be logical enough...for years the quality of Rising Papers has helped expert printers maintain their own reputations for fine work.

Prices compare with other quality papers. Among many lines: Rising Bond (25% rag), Rising Line Marque (25% rag), Finance Bond (50% rag), Rising Parchment (100% rag). The Rising Paper Company, Housatonic, Mass.



Rising

ASK YOUR PRINTER—HE KNOWS PAPER



***This can contains
more than
just ink!***

Into every can of Sinclair & Carroll ink goes the knowledge, experience and skill we have developed during many years of research and manufacture of lithographic inks. That's why Sinclair & Carroll has come to be known among lithographers as "a dependable source of supply."

SINCLAIR & CARROLL CO., Inc.

LITHO—INKS—OFFSET

591 Eleventh Avenue

New York City

Tel. BRyant 9-3566

CHICAGO
440 W. Superior St.
Tel. Sup. 3481

LOS ANGELES
417 E. Pico St.
Tel. Prospect 7296

SAN FRANCISCO
345 Battery St.
Tel. Garfield 5834

NEW ORLEANS
211 Decatur St.
Tel. Magnolia 1968

**WHEN LITHOGRAPHIC PLATE MAKING EQUIPMENT
CAN AGAIN BE MADE, LOOK TO**

**VALETTE PRODUCTS
FOR LEADERSHIP**

In the years preceding Pearl Harbor Valette products were known for their advanced design and dependability. Now our greatly expanded and re-equipped plant is devoted entirely to the production of precision war products. But while this work is utilizing our full production facilities, Valette engineers are developing new ideas to further the advancement of the lithographic industry.

LITHO EQUIPMENT & SUPPLY CO.

215 WEST OHIO ST.

CHICAGO, ILL.



EQUIPMENT & BULLETINS

Publish Book on Small Single Color Press Operation

A NEW book, "The Single Color Offset Press," by I. H. Sayre, covering in detail the operation of small single color offset presses, has just been published. Nearly 300 pages in length, the book offers a detailed explanation of the operation of small offset presses and recommends approved methods of printing technique and press care which apply to all offset printing.

The book is divided into three sections: Section I deals with the operation of the 17 x 22" and 21 x 28" Harris presses; Section II contains a general discussion of the materials used in offset printing; and Section III is devoted to the 14 x 20", 17 x 22", and 22 x 29" Webendorfer presses. Specifications for these presses are included, and the entire book is generously illustrated with close-up photographs and mechanical drawings of press details.

The following chapter titles reveal the type of material presented: Tools and Materials Needed by the Pressman; Oiling the Press; Operation of Feeder and Delivery; Make-ready of the Feeder; The Conveyors and Guides; Make-ready of the Delivery; Operation of the Printing Unit; Make-ready of Plate and Blanket Cylinders; Setting Ink Rollers; Setting Dampening Rollers; Printing the Job; Printing Unit Adjustments; Repairs and Cleaning; Timing and Other Adjustments of Feeder and Delivery; Materials for the Offset Press; Blankets; Cylinder Packing and Register Problems; Plates; Fountain Solutions and pH Control; Ink Formulation; Paper; and Troubles Encountered on the Press.

The author is technical editor of MODERN LITHOGRAPHY, and has had wide experience in commercial lithographing plants and served as in-

structor in presswork and other lithographic operations at Army Map Service.

"The Single Color Offset Press," is priced at \$6.00 and may be ordered through MODERN LITHOGRAPHY, 254 W. 31st St., New York 1.

Sayre Photo Book Out of Print

"Photography and Platemaking for Photo-Lithography," the textbook written by I. H. Sayre, which has been sold through MODERN LITHOGRAPHY for several years, is now out of print. The last supply of copies was exhausted during October. The author has not yet announced plans for a new edition. "The Single Color Offset Press," a new textbook by the same author, has just been published and is reviewed above.

Cramer Issues Two Booklets

Two booklets, "Practical Dot Etching," and "Color Reproduction for the Graphic Arts," have just been issued by the G. Cramer Dry Plate Co., which is offering them without charge to lithographers. Both booklets are written by J. S. Mertle and cover tone control of halftone images, and a survey of the latest methods and procedures of color reproduction. Copies are available from the company at Shenandoah and Lemp Avenues, St. Louis 4, Mo.

Baldwin Gives Zone Booklet

The latest edition of the Postal Zone Numbers Guide covering New York City has been distributed to customers and friends by the Baldwin Paper Co., New York. H. Frank Smith announced. The booklet includes zone numbers for all streets in the five New York boroughs, a list of

Post Office stations in each borough with the zone numbers, and a list of all cities in the U. S. employing the postal zone system. Mr. Smith said that this was done in cooperation with the Post Office Department's drive to have the zone number appear in all addresses in order to speed up mail deliveries.

Print Exhibit Opens

An exhibition of 50 American Prints was opened October 9 by the American Institute of Graphic Arts at the Gallery of the Society of Illustrators, 128 East 63rd St., New York. The exhibit, which was selected from a showing during May and June at the second national exhibition of prints made during the current year at the Library of Congress in Washington, includes lithographs and other types of art prints.

On October 25 the exhibit was scheduled to move to the New York Public Library, and after November 8 was to be at the Pratt Free Library in Baltimore.

Announce Lockwood's Directory

The 70th annual edition (1945) of Lockwood's Directory of the Paper and Allied Trades, is scheduled to be published during November. The directory is published in two forms, the regular edition and the pocket size Traveler's edition. Complete information is available from the publisher, 15 West 47th St., New York 16, N. Y.

Samples Northland Offset

A folder lithographed on Northland Offset stock has just been distributed by the Northwest Paper Co., Cloquet, Minn. The cover shows a scene from a sea battle reproduced in three colors, and a large halftone inside the folder shows two naval

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WORTH 2-1280

Handschy Announces Ink Product

A new binding and drying medium, which, when added to ink causes it to set and dry faster, has just been announced by the A. E. Handschy Co. The product will aid in the production of work and turn jobs, the company states. One ounce added to each pound of ink will prevent chalking, repel water, and set ink surface faster, according to the manufacturer, and as a reducer, the new product is said to have a good body with very little tack. Full information is available from the company at 538 South Clark St., Chicago.

Eddy Joins Hall

J. A. Eddy has joined the Hall Lithographing Co., Topeka, Kan., as sales representative. He has been given the territory recently served by the late C. H. Brooks.

RESEARCH PROJECTS

(Continued from Page 31)

conditioning and set up general specifications for different departments of small, large and medium sized plants.

3. Develop method of conditioning paper that will relieve paper-machine stresses.
4. Study sheet formation on paper machine to determine if two sidedness can be reduced or eliminated.

VII Health Hazards

1. Study chromium dermatitis with object of prevention and cure.

VIII Offset Blankets

1. Make new survey of commercial offset blankets in view of synthetic rubber developments.
2. Develop a skim-coat for offset blankets that will not emboss.
3. Develop a blanket wash that will make dusting of blanket unnecessary.

IX Miscellaneous

1. Study possibilities of intaglio plate and process, using offset equipment. (Collect information.)
2. Further perfect standardization of process, procedures, inks, and services, particularly as regards small and large magazine publication work to offset.

A number of other projects were considered by the committee but were deferred for the present. These included work on a method of photographic proofing of halftone negatives, several phases of platemaking and platemaking compounds, removal

of moisture from the plate surface and ink between the inking and printing contacts, and chemical and physical measurement of offset inks.★★

DOT ETCHING

(Continued from Page 32)

times the screen aperture, and a single round stop with a diameter of 1/64th of the camera extension, gives good results. Ratios of 90 and 1/90 are sometimes claimed to give slightly better results, especially with 120-, 133-, and 150-line screens. When a flash exposure is given, it should be made with the same stop and screen distance as the image exposure. Good tone values can be obtained in the screen positive, using the one-stop method, by making the continuous-tone negative with a suitable tone range. A little experimentation will show what this tone range should be, and a densitometer can help in obtaining it on subsequent work.

From unusually flat or unusually contrasty negatives, two or three stops can sometimes produce better tones to start with in the positive. Such positives may require less dot-etching, but the dot-etching characteristics will not be as good. Long exposures through small stops produce good dot-etching properties, while relatively long exposures through large stops are detrimental to these properties.

Contact Positives — Contact positives printed from screen negatives have better dot-etching properties when the negatives have a slight softness at the edges of the dots than when the negatives have very sharp dots. Every effort should be made to standardize the procedure in making these positives. Exposure and development should be the same at all times. Adjustment of tones should be accomplished as far as possible in making the screen negative. In exposing the sensitive plate or film through the negative, good contact is essential for consistent results. The light source should be small, compared with its distance. A frosted incandescent lamp behind a 1/2-inch round hole in a mask is satisfactory at 4 feet or more from the printing frame.

Exposure—The best exposure time for either type of positive must be found by trial, since it depends on existing conditions. Any difference desired in results should always be accomplished by adjustment in exposure, rather than in development time. When the necessary dot depth is obtained on a contact positive, the black dots on it will be slightly larger than the corresponding clear dots on the negative.

Development—Full development is necessary to obtain sufficient dot depth for etching. Attempts should never be made to compensate for over-exposure by shortening development. Manufacturer's recommendations for developing the plates or films should be followed closely. The photographer can judge the depth of the dots while the positive is still in the developer, by looking at the glass or film side by reflected light from the safelamp. The image on this side should appear fairly strong, but not quite as strong as on the emulsion side.

Fixing—If positives are not thoroughly fixed, stains are apt to develop during dot-etching or later. Fixing should be continued for at least twice as long as the time required for the positive to become clear. Occasional agitation is necessary. Some emulsions may require longer fixing than others.

Fixing baths containing potassium alum as the hardening agent, particularly those including boric acid, are generally better than chrome alum baths. Chrome alum and formaldehyde are uncertain as hardening agents in ordinary shop practice. The gelatine on some positives hardened by these agents becomes so hard that it behaves as if it were greasy, when dot-etching solutions are applied, while other positives are not hardened enough.

Washing—Washing does not need to be so thorough when positives are to be dot-etched with Farmer's reducer, because the reducer itself contains hypo. In such cases, washing for five minutes in running water is sufficient for most emulsions. When iodine-cyanide is to be used for dot-

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For labeling overseas packages . . . or any shipments on which a waterproof label is required . . . your customers will prefer the new SOLSEAL Gummed Label paper. This paper, 60# Kraft, is water resistant and will withstand moisture, heavy humidity . . . even actual immersion in water. It adheres well to glass and some metals, as well as to fiberboard containers. Solseal Solvent, a special non-inflammable, non-volatile, non-corrosive mixture of chemicals, acts as the moistening agent. Write at once for complete details about this valuable new label paper.

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McLAURIN-JONES technicians have completed plans for new paper products that will be of definite interest to users of gummed and coated papers, waterproof tapes, and gummed sealing tapes in the post-war era. McLaurin-Jones will lead its field post-war just as it did pre-war!

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ON GUARD



Now when many litho plants are running full blast turning out the millions of impressions needed for speeding the war to an end, every plant must be on guard against anything that will slow production, or lower quality. Your best assurance of good blacks, brilliant and strong, dependable and trouble-free, is to specify ECLIPSE DEEP-SET BLACK INK. This is one black ink that you can depend on for 100 per cent performance when you're operating under the pressure of large volume rush work. If you're not already using ECLIPSE DEEP-SET BLACK, place an order today and see for yourself.

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Help conserve essential metals. Order inks in the largest container sizes you can conveniently handle. Avoid rush orders by anticipating your needs.

HIGHEST QUALITY INK FOR LITHOGRAPHERS

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538 S. Clark St., Chicago, Ill.

etching, washing should be continued somewhat longer. There is evidence that any remaining hypo can react with cyanide to produce slight stains.

Stains—Since any stains that appear during or after dot-etching are often caused by improper treatment in making the positive, the photographer should know their possible causes. These causes are:

1. Use of developer that has become discolored or excessively exhausted.
2. Incomplete fixation, caused by fixing for too short a time, too little agitation, or fixing bath that has been exhausted too far.
3. Insufficient washing.

Stains are rare, however, when reasonable attention is paid to processing details.★★

SOUND MANAGEMENT

(Continued from Page 26)

back to turning out general commercial work?

There are many unknown factors any one of which is merely conjectural, but one thing is pretty definite—*Selling staffs have been pretty thoroughly disintegrated and will have to be built again from the ground up.*

Management in taking this fact into consideration, will follow along lines similar to those employed in fashioning its pattern for plant and office personnel, only more vigorously, as the salesman of the future must have a clearer and broader vision of his own and his customer's business, than any of the past salesman types. This will be true in many kinds of business.

In general, the plan should be based upon the fact that wartime activity is ended and that the natural laws of supply and demand will again bring forth a healthy form of competitive practices.

The lithographic salesman should be given a thorough training and supervised along the general lines as laid down. He should then be given a practical education in the company's business and its production, costs and general operations.

In pre-war days, as well as at all times, the salesman who has a good knowledge of the various kinds of work his firm can produce, who doesn't make wild promises which are impossible to keep, and who knows how to develop a few good accounts that are profitable to himself and to his company, will lay the groundwork for making a good living for himself for many years to come.

ACCORDING to reliable forecasts, the future of the lithographic

industry is gratifyingly bright. In 1939, the industry produced approximately \$150,000,000; in 1942, the volume rose 33 1/3 per cent, and the 1944 figures will probably show a further marked increase over 1942.

The enterprising businessman has been quick to recognize the general benefits and economic savings from the use of offset lithography, and today every indication points to a prosperous postwar era for this industry.

Remember, a good future of in-

Fine Paper Making

Paper making is an art. The making of fine rag papers calls for skilled workmanship under careful laboratory control. The various elements that go into a sheet of paper are blended with thorough care and the different operations performed with hair-splitting accuracy. Every detail in the entire process is carefully supervised. Such is Carew's objective in the making of fine papers.

Below are listed the Carew rag content grades available through your Paper Merchant.

CAREW BONDS

Old Hampshire Bond Extra 100% Rag
Titan Bond 100% Rag
Empire Bond 100% Rag
Treasury Bond 75% Rag
Anglo-Saxon 75% Rag
Lenox Bond 50% Rag
Merit Bond 25% Rag
Dartford Bond 25% Rag
Research Bond 25% Rag

CAREW LEDGERS

Vulcan Linen Ledger 100% Rag
Dependence Ledger 75% Rag
Lenox Ledger 50% Rag
Court Linen Ledger 25% Rag
Appraisal Ledger 25% Rag

CAREW Manufacturing Company
SOUTH HADLEY FALLS, MASSACHUSETTS

Makers of the Famous
OLD HAMPSHIRE BOND

SOME

HANCO PRODUCTS

DEEP-ETCH DEVELOPING INK
ALBUMEN DEVELOPING INK
BLACK OPAQUE (BEECHEM'S)
DEEP-ETCH LACQUER

PLASAVAR—for bringing back weak images and often salvaging plates which are considered "blind."

IMHOLD—a slow drying lacquer which increases plate life.

PRESERVED GUM SOLUTION — non-souring and ready-to-use.

WETTING AGENT—used in etches, developers, gum solutions and in the fountain to "wet" plate with less water.

DAMPENER WASH—a neutral cleaning agent for dampeners.

HANCOLITE—for removing gum streaks and dried ink on plates and glaze from blankets and rollers.

BLANKET WASH—for hardening tacky blankets to aid in running enamel and liny stocks.

O-33 and 33 INK CONDITIONERS—marvelous, non-greasing reducers for Offset and Letterpress inks.

FOUNTAIN SOLUTION—a proven and tested fountain concentrate.

SUPRA FOUNTAIN SOLUTION—an excellent working solution containing no bichromate or chromic acid.

PLATE ETCH — contains no bichromate or chromic acid so is absolutely safe to use as an etch and for gumming-up plate.

BLANKLO — for removing indentations in blankets.

HANCOHOLD—a popular lacquer used over gum giving plate longer life.

WATER-REPELLENT HAND CREAM—aids in the removal of ink from workers' hands and helps prevent dermatitis.

STRIPPING SOLUTION—a non-souring, very adhesive solution.

DEEP ETCH SOLUTIONS

SURFACE COATING SOLUTION—an inexpensive ready-mixed plate coating to replace egg albumen.

SPRAY SOLUTION—a non-clogging and non-souring ready mixed solution adaptable to any gun.

BINDING AND DRYING MEDIUM—a remarkable product which when added to the ink, causes it to set and dry faster, aiding in work and turn jobs.

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Manufacturer of Fine Letterpress and Offset
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AN "ALTERNATE"



*Proves
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Vulcan laboratory chemists were not caught unprepared. Since 1929 these skilled research men had been working with synthetics and, after years of experimenting, testing and proving, they produced a press blanket material of high tensile strength, oil resistance, and unusual flexibility. This compound is giving exceptional results in the Number 60 VULCAN OFFSET BLANKETS.

There are 34 years of experience and manufacturing skill behind each VULCAN blanket. Each possesses smoothness of printing surface, balanced firmness, and resilience—qualities which assure better lithographic reproduction of solids, tones, or fine type text.

We have a moderate stock of these blankets now available so deliveries can be made with reasonable promptness.

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MODERN LITHOGRAPHY

dustrial prosperity requires constant planning, but firstly, it is our job to clear away the wartime practices and undertake new responsibilities, which we will briefly discuss in closing:

1. Management must realize that lithographing as a commercialized science must keep abreast with agriculture, chemistry and the professional sciences in the tremendous changes that are occurring, or be absorbed by them. It must recognize that new methods, changed conditions and new markets require perhaps, a complete reorganization to make reconversion effective.

2. *The financial statement should be very carefully examined.* You should consult with your expert on overhauling machine costs, and also gather comparative investment costs for replacement of machines. Then a look at your financial picture (if secured with adequate reserves) will decide the course to be pursued. It is one thing to buy much

new equipment, but another to get it properly overhauled. If the purchase of new equipment will tend to deplete working capital, then of course, it is much better to go easy in buying it. Unforeseen conditions may make the retention of adequate capital imperative, and if much of it is frozen in the acquisition of new machinery it may prove a tremendous handicap for future progress.

3. Wide-awake firms should start to get busy surveying postwar markets. This survey should consist of two parts—an *inside* survey and an *outside* survey.

The inside survey should comprise the sales, office and the shop personnel. Regarding the sales and office, anything that might reveal a lack of system, any form of waste, or a weakness in the estimating or cost accounting should be critically examined. Conversely, any suggestion leading to any form of improvement should be included in the survey.

Where the shop is concerned, every key man should be encouraged to furnish management with information on—say, the kind of work produced; black and white or color, and certain kinds of specialties. Data should also be requested on whether present equipment is adequate to handle any increased volume, whether plant and equipment need orientation, whether new quarters or additional space is necessary, and whether present craftsmen are competent enough to handle a more exacting type of lithography.

The *outside* survey should consist of contacting both customers and prospects with the prime purpose of regulating everything concerning their plans for the post-war period, and schedule their plans to conform with all others under the survey.

Many of them, no doubt, did not get out a catalog or a worthwhile piece of advertising for at least two years, and no doubt, they are planning something *specific* for 1945. A great number of prospects, who have

Would you use old film? A soiled lens? How about your lamps?

CLEAN ARC LAMPS are practically as important to lithographers today as fresh film and spotless lenses. The customary high intensity of light from your lamps is impaired by coated reflectors. Familiar exposure techniques no longer apply, and experiments are needed to fix new exposure factors.

In any case, lack of proper maintenance wastes photographic materials, shop's manpower and time, and your "National" White Flame Carbons.

You can greatly conserve all of these by a simple program of periodic cleaning and surfacing of reflectors and cleaning of the carbon holders. Pitted holders mean poor



contact, with power loss, unsteady flame, and shortened carbon life.

Your carbon arc lamps are the best possible source of light for color and for black and white. For the best results, we urge you to keep them clean.

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Shadow
Dots
*Stay In!***



WITH 0-33 INK CONDITIONER
THE HALFTONE
Sells Itself



Every pressman knows that halftones attractive enough to show real profit and get repeat orders, require unfailing dots in the delicate shadows. When balky inks are used, these elusive dots fade as the run proceeds. 0-33 Ink Conditioner, by easing tension between ink and paper, helps keep halftone clean and open, vivid and uniform throughout the run.

0-33 Ink Conditioner also assures good presswork in many other ways. It minimizes crystallization, and is a real aid in trapping process label ink in multi-color printing. "Mileage" is increased through natural increase of bulk weight. 0-33 Ink Conditioner also aids brilliance, cuts greasing, etc.

Send for an 8 lb. trial as guaranteed below. If you are not satisfied, return unused balance at our expense. Write today for "To the Pressman," our free, interesting booklet on ink and paper problems.

100% Guarantee

8 LB. TRIAL ORDER If our Ink Conditioner does not satisfy you completely, return the unused portion at our expense.

"33" (letterpress) "0-33" (litho and multilith).

Los Angeles • San Francisco • Dallas • Houston • Oklahoma City • Miami
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Commercial
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OTHER BRANDS SOON



USE HAMMER LINE O TONE FILM

FOR LINE OR HALFTONE
NEGATIVES OR POSITIVES



HAMMER DRY PLATE & FILM CO.

Ohio Ave. and Miami St.

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compared the lithographic process with other processes, have certainly perceived marked advantages in favor of lithography.

These prospects can be developed into steady, profitable accounts if they are handled according to an intelligent, analytical survey.

If your customers—or prospective customers—have had art work prepared for them, or if they have rough dummies of layouts which need additional preparation, it is sound business to work *with* them until something worth while has been created. This type of service is most valuable and is highly appreciated, and the good will is reflected in the placing of substantial continued business throughout the year.

Tremendous Opportunities

One doesn't have to be a seer to envision the tremendous opportunities which lie ahead for business and industry as a whole. But they can only be taken advantage of if management is as sound as a nut. A company can only be as prosperous as its management is efficient.

What is tangible evidence of management's efficiency? Briefly it is this: If the plant is well equipped to produce a profitable volume; if the shop employees are competent and loyal; if the office force is industrious and cooperative; if the sales personnel is bringing in the expected volume of business; and, lastly, if old accounts are well pleased and new ones are being steadily added—then the management is moving along right “on the beam” and is doing an exceptional topflight job.

While our nation is preparing a program to insure a permanent peace, we should be at work preparing our program for a permanent prosperity as there is much to be done.★★

TWO DISPLAYS

(Continued from Page 27)

that the ones described above reached the distributors and dealers in good condition. It saved money as well

as being a practical construction for wartime use. This display also provides for a light behind the front panel, if the dealer desires an illuminated display.

The other display shown (Page 27), is a wall display that resembles a frame picture depicting a row of English “Bobbies” drinking ale, the title of which is, “Nine ‘Pints’ of the Law.” It is the reproduction of a painting by Lawson Wood, which was based on an old photograph made in the Carling Brewery, London, Ontario in 1881. This picture packs a tremendous human interest wallop. It is being distributed by the Brewing Corporation of America, to their dealers throughout the United States.

Some years ago they started to reproduce this picture by lithographing it on metal, but it proved to be so popular that the dealers could not keep the signs in their stores, as their customers asked for them to take home. At the rate the replacements were being made it was far too expensive to continue putting



Help yourself,
help your country —
BUY WAR BONDS.

BLACK THAT'S BLACK WHITE THAT'S WHITE

Graph-O-Lith developer gives you negatives with both these characteristics. Never any loss of tone or detail. Always clear dot formation, because Graph-O-Lith halts development in the low densities. Does its job in hard water and won't blister your negatives.

● GRAPH-O-LITH DEVELOPER FOR LINE AND HALFTONE NEGATIVES ON PROCESS FILM, STRIPPING FILM AND PAPER.

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REGRAINED FOR
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"RELIABLE" is far more than just part of our name. It means to our customers that our plates can be depended on to give first-class results because from start to finish the graining is handled by experts of long experience. Our plates are made right to work right—they are reliable! We carry a full supply of Zinc and Aluminum Sheets for Offset, Rotaprint Presses, in fact for all the lithograph trade.

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G. CRAMER DRY PLATE CO.

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For three decades we have specialized in offset platemaking. We produce the finest color process, black and white, halftone, and line negatives for machine transfer, or photo composed plates. Bring your platemaking problems to us.

We do not operate presses.

PROGRESSIVE FINE ART CO.

1027 N. 7th St., Milwaukee 3, Marquette 2333
82 W. Washington St., Chicago, Randolph 5004

these on metal. About three years ago they came to the Strobridge Company and contracted to have these lithographed on cardboard and varnished.

A unique frame construction was utilized, which made them more attractive than the tin displays. Still the popularity of this display continued, and to date something like 150,000 of these have been lithographed. Some say that this has broken all records for displays used during the past ten years. ★ ★

BALANCED SOLUTIONS

(Continued from Page 31)

of this process. True, one does find deep etch formulas manufactured and used in the larger plants but it may be pointed out that these plants generally have a skilled man in charge of this compounding as his exclusive duty.

The greatest advantage that factory compounding enjoys is consistency of the products manufac-

TABLE OF COMPARISONS: Illustrating the errors in compounding formulas once the critical strength of the formula has been reached.

Subject	Correct Operating Range	Critical Limit	10% Error Increase	pH value shown = times strength of water
Automobile	45 to 55 m.p.h.	65 m.p.h.	71.5 m.p.h.	Miles per hour—No translation.
Albumin Coatings	Alkaline 7.4 to 7.8 pH	Alkaline 8.0 pH	Alkaline 8.8 pH	8.0 pH value = 10 times strength of water. 8.8 pH value = 90 times strength of water.
Fountain Solutions	Acidity 5.6 to 3.4 pH	Acidity 3.0 pH	Acidity *2.7 pH 3.0 .3 = 2.7 pH	3.0 pH value = 10,000 times strength of water. 2.7 pH value = 40,000 times strength of water.

* Note: Strengths of acids increase as the pH reading is reduced. These operating ranges and critical limits are based upon actual pH tests of more than 5000 press fountains in operation at time of test.

tured. Chemicals are like automobiles in one way—there is a critical speed in an automobile and a critical saturation point in a chemical formula. Once this critical stage is arrived at, a minute amount of speed or acid can wreck either subject. Let us put it in figures such as those found in the table accompanying this article. You will note that there is a column called "10 per cent Error Increase." Ten per cent is a small figure and the measurement in liquids such as phosphoric acid or 26 per cent ammonia is very close. In each case, using the above acid and alkali,

the measurement is generally 10 per cent of $\frac{1}{2}$ an ounce. One-half ounce is an average amount of each of these chemicals that are added to the usual quantity of the formula compounded in the shops throughout the country.

It can easily be seen, by this table, how a small error in measurement can seriously harm the job should the formula already be at the critical saturation point. In this respect, factory compounding of these similar formulas is superior to shop formula compounding when the latter is without the tools and the experience needed in this phase of our industry. ★ ★

BLANKOT

Reg. U.S. Patent Office

A NEW REMEDY FOR AN OLD CONDITION

BLANKOT is a liquid that immediately rectifies bad conditions of rubber blankets on offset presses, whether caused by grease and oil, water, or atmospheric conditions, all of which make rubber blankets unfit for use.

Apply BLANKOT with a soft rag or cheese cloth

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MARTIN DRISCOLL & CO. ★ CHICAGO, ILL.

GREAT WESTERN PRINTING INK CO., PORTLAND, OREGON ★ BRANCH FACTORY, MILWAUKEE, WIS.



Users of International Screens find them of a quality and precision sharpness comparable to the finest screens ever produced. They find in them a greater durability and higher resistance to scratching. Yet the same expenditure required for only a few screens of other types has permitted the purchase and use of International Screens which will meet the full range of a plant's requirements.

A new folder describes these screens in complete detail, lists prices, and includes information on our five day trial offer. Write for it today.



"Goerz American"

PRECISION OPTICS

since
1899

BECAUSE OF THEIR ACCURACY THEY ARE DEPENDED UPON BY OUR ARMED FORCES ON LAND—ON THE SEA—IN THE AIR—



"GOERZ AMERICAN" PHOTO-LENSES

play an important part in the war program and our production is now keyed to fill the requirements of our Government, and of others on orders with priority certificates. "Goerz American" Lenses for civilian use will again be available after Victory!

The Most Exact Tools for Photo-Lithographers and Photo-Engravers:

The GOERZ ARTAR
f:9 to f:16

The GOERZ GOTAR
f:6.8 f:8 f:10

The GOERZ PRISM

The **C. P. GOERZ AMERICAN OPTICAL CO.**

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RELIABLE

In merchandise as in men, reliability is the most highly prized asset. Working on this principle throughout our 140 years has earned for Johnson Inks their reputation as products of unfailing value.

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TECHNICAL BRIEFS

From Current Literature in the Graphic Arts

These abstracts of important current articles, patents and books are compiled by the Research Department of the Lithographic Technical Foundation, Inc. These abstracts represent statements made by the authors of articles abstracted, and do not express the opinions of the abstractors or of the Research Department. Mimeographed lists have been prepared of (1) Periodicals Abstracted by the Department of Lithographic Research, and (2) Books of Interest to Lithographers. Either list may be obtained for six cents, or both for ten cents in coin or U. S. stamps. Address the Department of Lithographic Research, University of Cincinnati, Cincinnati 21, Ohio.

*HOW TO OBTAIN COPIES

Where titles are marked with an asterisk, the original articles can be furnished by the Foundation (address above) as photographic copies at twenty cents per page, plus six cents postage for each four pages or less. Copies of United States patents can be obtained by sending ten cents per copy to the Commissioner of Patents, Washington, D. C.

Photography and Color

Strip Film. Frank T. Powers. "U. S. Patent" No. 2,358,590 (September 19, 1944). A photosensitive material for photomechanical reproduction including a color sensitive silver halide emulsion layer sensitive to wave lengths substantially longer than 5,500 Å., a supporting base, an intermediate filtering layer dyed relatively fast to the treating solutions, the filtering layer transmitting light to which a chromic acid salt is sensitive and absorbing most of the remainder of the light and the base being colored substantially complementary to the color of the filtering layer and a releasable layer between the filter layer and base.

Masking. Wesley T. Hanson and Ralph M. Evans (to Eastman Kodak Company). "U. S. Patent" No. 2,360,225 (October 10, 1944). The method of photographic reproduction which comprises masking a photographic record with a vectograph containing an image corresponding to the record and in exact register with the record, adjusting the plane of polarization of said light relative to the vectograph to adjust the ratio of the mask contrast to the record contrast and then printing onto a photosensitive layer from the masked record by polarized light.

Dot Etching. Anonymous. "Kodak Bulletin for the Graphic Arts," No. 5, 1944, pp. 8-9. This has to do with dot etching of contact halftone positives made with the Kodagraph Orange Contact Screen. (Modern Lithography, July, 1944, pp. 39.)

Line Reproduction. Anonymous. "Kodak Bulletin for the Graphic Arts," No. 5, 1944, pp. 3-5. This deals with the newly introduced "Fine Line

Process" developed by the Kodak firm for reproduction of delicate line copy. "American Photo-Engraver," 36, No. 10, August, 1944, p. 674. (Modern Lithography, July, 1944, pp. 39.)

Offset Printing Press. Irving A. Hunting. "U. S. Patent" No. 2,356,058 (August 15, 1944). In a sheet-fed offset printing press having plate, blanket and impression cylinders, means for automatically tripping the blanket cylinder from the plate cylinder during the time that the gaps of these cylinders are passing the line connecting their centers; then, initiated by this tripping action, means for automatically tripping the blanket cylinder from the impression cylinder while the gaps of these cylinders are passing the line connecting their centers.

Photographic Masking. Ralph M. Evans (to Eastman Kodak Company). "U. S. Patent" No. 2,355,636 (August 15, 1944). The method of making a corrected print from a colored transparency which comprises modifying the optical transmission of the transparency by dyeing it, printing from the modified transparency a mask negative thereto, restoring the modified transparency to its original form and masking the restored transparency by said negative mask while making a print therefrom.

***Photographic Reproduction.** Fred Worth. "Modern Lithographer and Offset Printer," No. 6, June, 1944, pp. 94-95 (2 pages). The author relates his experiences in getting good results for halftone reproduction from a mixed set of original photographs. Many useful hints are given.

***Additional Details on Hydros Developer.** A. C. Austin. "National Lithographer," 51, No. 9, September,

1944, pp. 36, 56 (2 pages). A further discussion of the Lumiere developer mentioned in the author's July article is given. Formula for a stock solution is: 1 ounce sodium bisulphite, ¼ ounce potassium bromide dissolved in 16 ounces of water. To this the dry Hydro-sulphite, (20 grains to the ounce) is added and dissolved. This should give a dense and very clear negative or positive in halftone with dots that can be etched to a pinpoint.

***Precision Principles in Photographic Production.** R. Ernest Beadie. "Inland Printer," 113, No. 6, September, 1944, pp. 37-41 (4 pages). An account of the "shooting" of a page of newspaper by offset is given in detail.

Planographic Printing Surfaces And Plate Preparation

***Photo-Lithography—Intaglio Litho or Deep Etch Process.** A. Haigh and H. M. Cartwright. "Process Engraver's Monthly," 51, No. 606, June, 1944, pp. 160-161; No. 607, July, 1944, pp. 190-191; No. 608, August, 1944, pp. 218-219 (6 pages). The idea of printing lithographically from an intaglio image dates back to stone engraving. The authors review its history and development through the various "double film" and "single film" processes. Advantages of the process and the chemicals employed are discussed. A practical gum deep-etch process is then outlined with formulas and instructions for the use of both spirit and aqueous deep-etching solutions.

Improvements Relating to Bichromated Colloid Printing Plates. Morland Impey, Ltd. and Arthur Geoffrey Rendall. "British Patent" No. 560,245. This patent relates to thin sheet metal plates having a light sensitive coating of bichromated colloid and used as printing plates in lithographic processes. This invention has devised a method by which sensitized plates can be stored without absorbing surface moisture from the atmosphere, and consists of coating the surface with a removable impervious film of suitable substance. To protect the coating against the action of light as well as moisture, the film may also be impregnated with a non-active dye. Both zinc and aluminum plates come under the category of metal printing plates. ("British and Colonial Printer and Stationer," 134, No. 812, May 11, 1944, p. 168.)

***How the Platemaker Can Avoid Pressroom Troubles.** Joseph W. Mazzaferri. "National Lithographer," 51, No. 9, September, 1944, pp. 26, 72 (2 pages). To insure shop efficiency, cooperation between the platemaking and press departments is essential. The platemaker should check the grain of the metal, thickness of the plates, and the condition of the metal of the plates. He should see that the work is exposed in the proper position on the plate, dirt polished out and etched

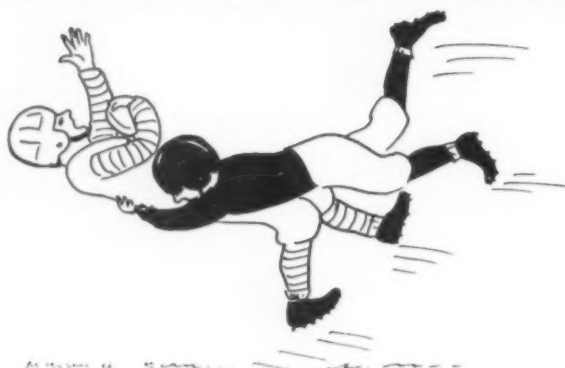
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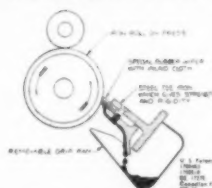


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properly, and repair work done before the plate goes on the press. The plate should be well finished, checked against the proof, and rolled up with a hand roller before it is sent to press. In return, the pressman should use all his skill and knowledge so that the plate is run correctly.

***Humidity vs. Platemaking.** Norman A. Mack. "Modern Lithography," 12, No. 8, August, 1944, pp. 26-28, 77, 79. The effect that changes in humidity have on platemaking is discussed. It is illustrated graphically by a chart showing the relationship between humidity and exposure time during the making of a plate.

***High-Etch Offset Plates.** Adam Henri Reiser. "Printing Equipment Engineer," 68, No. 5, August, 1944, pp. 22-25 (3 pages). A description is given of the method of making and printing from relief etched offset plates.

Paper and Ink

***Relationship of Ink to Paper.** John F. Beid. "Paper Maker and British Paper Trade Journal," 107, Midsummer Special, 1944, pp. 29, 31 (2 pages). The most important characteristics of paper which influence its printing characteristics are listed.

***Ghost Printing on Coated Paper Caused by Invisible Offset.** Dr. H. Borden Marshall and A. M. Birks. "Paper Maker and British Paper Trade Journal," 107, Midsummer Special, 1944, pp. 40-41 (2 pages). An unusual case of "ghost printing" on a catalogue is found to be due to syneresis, a process through which part of the ink vehicles sweat out of the ink gel when gloss inks are applied to coated paper. This action is minutely described and preventive measures are given.

***Offset Ink Problems—Adjustments to Meet Varying Stocks.** O. Diehl. "Lithographers' Journal," 29, No. 6, September, 1944, p. 311 (1 page). The following rules should be kept in mind when adjusting inks: Keep ink as heavy and long as the job will permit, and keep driers at a minimum. Specific examples illustrate these. Before making adjustment because sheets stick to blankets, check gripper setting and bite, blanket tackiness and hard pressure. Doctoring ink with excessive reducers only invites trouble.

***Ink Problems.** Theodore Makarius. "National Lithographer," 51, No. 9, September, 1944, pp. 24, 94 (2 pages). If ink troubles occur the following points should be checked: Did the stock on hand fit the job or should different inks have been ordered? Was stress placed on a perfect color match rather than the more important good working, fast-to-light inks? Were the correct inks used in matching colors? Was the specific gravity of the inks

considered so they would not tend to separate? Is the custom of pouring varnish on top of the ink in the container at night to prevent skinning followed? If so, make certain the pressman doesn't pour off the lighter inks with the varnish. Have excessive driers or reducer been used? All these topics are discussed briefly.

***Offset Ink Problems.** Oscar Diehl. "Lithographers' Journal," 29, No. 4, July, 1944, p. 195 (1 page). In the first of a series of articles on ink troubles, the ink and its effect on the plate were reviewed.

***Common Offset Problems—Scumming.** Anonymous. "Inland Printer," 113, No. 5, August, 1944, p. 341 (1 page). The factors responsible for scumming are listed. The two most common causes, too soft an ink and an ink that is capable of forming an emulsion with the damping water, are further discussed.

General

***Something to Shoot at Lithographically.** Anonymous. "National Lithographer," 51, No. 9, September, 1944, pp. 30, 52 (2 pages). A review of problems to be solved in the near future by the suppliers, chemists, and research man for the practical man if lithography is to keep pace with the rest of the graphic arts industry.

***Back to Fundamentals.** Anonymous. "National Lithographer," 51, No. 9, September, 1944, pp. 34, 52 (2 pages). "For the Cameraman."—The making of a combination line and halftone illustration is discussed. "For the Platemaker."—pH control is explained. "For the Pressman."—Good tools are the most economical in the long run. They instill confidence in the novice and result in better presswork all the way around.

***Case Histories from the Pressroom.** Theodore Makarius. "Modern Lithography," 12, No. 9, September, 1944, pp. 40-41, 111 (3 pages). The case histories of the following press troubles reveal cause and remedies: Ink Too Greasy, Excess Pressure, Faulty Roller Setting, Wrong pH, and Creeping Underlay.

Miscellaneous

Decalcomania. Marcellus E. Wy-song (to Gladys H. Wy-song). "U. S. Patent" No. 2,359,185 (September 26, 1944). A transfer sheet comprising a sheet of water absorbent paper, a water soluble adhesive thereon, a printing on said adhesive consisting of an ink having a vinyl compound base, and a finish coating upon said printing consisting of cellulose acetate.

***Collotype Process.** G. F. A. Franklin. "Process Engraver's Monthly," 51, No. 605, May, 1944, p. 119; No. 606,

June, 1944, p. 147; No. 607, July, 1944, pp. 179-180 (4 pages). These articles include the following subjects for the collotype process: Preparation of Plates, Substratum Coating of the Plate, (Formula included), Building a Drying Oven, List of Materials and Apparatus for Preparing Sensitive Coating, Instructions for Preparing Coating of the Plate, Kinds of Negative Required, Exposing the Negative, Treatment of Plate, Choice of a Press, Preparing the Press, and Rollers for Collotype Printing. ★ ★

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STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACTS OF CONGRESS OF AUGUST 24, 1912, AND MARCH 3, 1933

Of Modern Lithography, published monthly at New York, N. Y. for October 1, 1944.
State of New York
County of New York } ss.

Before me, a notary public in and for the State and county aforesaid, personally appeared Robert P. Long, who, having been duly sworn according to law, deposes and says that he is the Editor of Modern Lithography and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation) etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor and business managers are: Publisher, Photo-Lithographer, Inc., 254 W. 31st St., New York City. Editor, Robert P. Long, 254 W. 31st St., N. Y. C., Business Manager, Thomas Morgan, 254 W. 31st St., N. Y. C.

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5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the twelve months preceding the date shown above is. (This information is required from daily publications only.)

ROBERT P. LONG,

Editor.

Sworn to and subscribed before me this 3rd day of October, 1944.

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THROUGH THE GLASS

(Continued from Page 41)

Washington during October. However, their output, because of slow-downs and low quality work, has been low compared to American woodsmen. Prisoners, as well as American soldiers must be quartered which costs \$5,000 to \$10,000 per logging camp. A few new camps are still being set up. The Forest Service estimates that prisoners now average about three-quarters to nine-tenths cords of wood per day per man, about half what a man from the U.S.A. turns out.

ml

Pvt. Burton Epstein, former employee of D. Steinbach & Sons, New Haven, Conn., recently was home on furlough from service in Hawaii and the Gilbert Islands.

WASHINGTON

(Continued from Page 41)

first section of the three-part report is now in the president's hands.

It is now understood that in view of the current wage picture, one of the larger associations in the industry is engaged in an intensive study and analysis of this industry, and an announcement of their program is expected at a near date. Lithographers' wages are understood to be the subject of a separate and comparative study.

Minimum Wages

Minimum wages in the graphic arts and converted paper products industries, under the Fair Labor Standards Act have for sometime been set at 40c an hour. It is now understood that this is a matter now subject to Congressional inquiry in view of a proposal to raise the minimum wage level to 60c an hour, supposedly to correct "sub-standards of living." This is being heard before Senator Pepper's Special Senate Labor Sub-Committee, and it is understood that labor, business and government will have an opportunity to testify. MODERN LITHOGRAPHY will carry developments on this subject. ★ ★

NOVEMBER, 1944



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"Try talking nice to him, Cuthbert,
and maybe he'll sit on de chair!"

Nice Talk

NICE talk is a great sales asset . . . if it's backed by a few facts. Some advertising buyers are prone, however, to accept nice talk in lieu of facts when it comes to industry coverage by publications . . . especially when any one publication claims to cover more than one industry . . . or really to cover completely the field of Lithography.

In spite of all the "nice talk" in the world, if you want a publication that actually gives its whole and undivided attention to the field of Lithography . . . that publication is

MODERN LITHOGRAPHY

254 WEST 31st STREET

NEW YORK 1

Member, Audit Bureau of Circulations

TALE ENDS

The request of the month award goes to the party who asked us who makes tattooing ink. Although we've been asked for sources of supply on many items, this one tops all the others. Our suggestion was to call the *Hobo News* and get the names of a few well know tattooing parlors down Chinatown way.

★

As we grind relentlessly to the brink of our deadline, the New York Litho Club decides on the date of its annual Christmas Party. It will be held Wednesday, December 13 at the Building Trades Club, 2 Park Avenue. Exchange of gifts, door prizes and entertainment are planned.

★

Louis Flader, of the American Photo-Engravers Association, writing in the October *Inland Printer*, proposes that the letterpress industry set up a research and engineering organization, similar to the Litho Technical Foundation, to see if the letterpress people can't hoist the anchor and start moving. "Based upon numbers alone," he says, "if the photolithographers find it possible to raise a million dollars for research, engineering, and technical experimentation, letterpress printers should be able, and could well afford, to raise ten times that amount. If they raised and employed that sum properly, it would constitute the best investment they ever made."

★

We will be interested to see what becomes of the proposal that the UTA and the new National Graphic Arts Institute merge into one all-powerful, dominantly letterpress, organization. Will one or both of these groups lose their identity in a new organization, or who or which will come out top dog in the final phase?

★

Do you depend on the office copy of ML every month? Why not subscribe for a personal copy and have it sent to your home? That's what hundreds are doing.

MODERN LITHOGRAPHY



"WHITE SPACE"... ?

...when support is urgently needed for
the Home Front Campaigns?

In many minds there is some question about the taste and value of leaving lots of "white space" in printed matter for mere sake of appearances, when there is a shortage of paper and an excess of need. Much of this "white space" is being used to support the Home Front Campaigns that have been planned and organized to help shorten the war. Buyers of printing report excellent results from following this practice. Full information is readily obtainable from The War Advertising Council, at 11 West 42nd Street, New York 18, N. Y.

Space contributed by The Martin Cantine Co., Saugerties, N. Y.

Specialists in Coated Papers since 1888



"The Automotive Industry reports to
the Nation—its only customer today."
(A winner in the National War-Theme Awards)

Cantine's

PRECISION

Coated Papers

The Needs of the MARKET

*Taking the Industry
into our Confidence*

THE most important factor influencing the truly new graphic arts equipment of the future will be the actual requirements of the market. Basically the postwar market will be the composite needs of each printer and lithographer.

The evaluation of present equipment in plants (its type, its condition) in terms of the printing buyer's needs is fundamental.

As equipment manufacturers, we gather the information for an over all viewpoint and appraise it in the light of our knowledge and past experience.

To ascertain the immediate postwar needs of the market, the Harris-Seybold purchase proposal program was inaugurated over a year ago. The information compiled from this survey will enable us, when the time comes, to do our planning and manufacturing, based on facts — not on mere opinions. Similarly, extensive product and market studies have been made to tell us the needs of the market in the long range postwar period.

New Harris-Seybold equipment will be released when product developments have been proved and market needs clearly established.

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CLEVELAND 5, OHIO

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DAYTON 7, OHIO

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